

# Western North Carolina Journalism

Executive Director / CEO

EIN 922409411  
 NC · NTEE A30  
 FY ending 2024-12-31  
**June 9, 2026**

This analysis benchmarks the total compensation of **Barbara Wetsig-lynam, Executive Director / CEO** (\$53,333) against **every comparable organization** that fit the selection criteria — **231** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **92<sup>nd</sup>** percentile of comparable organizations above the 90th percentile — board review recommended

**Benchmarked executive:** Barbara Wetsig-lynam — reported title “EXECUTIVE DIRECTOR”, 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 \$37,363 and \$83,650 — 0.67x to 1.50x the subject's \$55,767 (the band tightens as size grows).
GEOGRAPHY	Same NTEE major group (A), nationwide + budget 0.67–1.5x revenue.

**231** organizations qualified on sector, size, and geography → **231** within the band form the benchmarked peer set.

## Distribution of comparable compensation



\$3,033	\$6,643	\$15,771	\$28,254	\$45,432	<b>\$53,333</b>
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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 NC 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="#">Story Preservation Initiative</a>	NH	\$55,576	Executive Director	\$26,918	<b>\$24,765</b>	2023
<a href="#">Club Portuguese Of Stockton California</a>	CA	\$55,235	Secretary	\$1,200	<b>\$1,032</b>	2023
<a href="#">Timeless Melodies Fnd For Education Inc</a>	CA	\$55,035	Executive Direc	\$23,750	<b>\$19,336</b>	2025
<a href="#">The Houston Center For After School Jazz Programs</a>	TX	\$55,008	Musician	\$1,950	<b>\$1,888</b>	2024
<a href="#">Sherwood Forest Foundation</a>	MO	\$56,861	Executive Director	\$42,364	<b>\$44,708</b>	2023
<a href="#">216 E Washington Blvd Foundation</a>	IN	\$56,979	Treasurer	\$1,000	<b>\$1,051</b>	2023
<a href="#">Central Texas Musical Arts</a>	TX	\$57,008	Music And Artistic Director	\$5,430	<b>\$5,257</b>	2024
<a href="#">Good News Unlimited</a>	CA	\$54,482	President	\$25,144	<b>\$21,634</b>	2023
<a href="#">The Society For The Restoration Of The Gary Bathing Beach Aquatorium</a>	IN	\$54,419	Manager	\$12,962	<b>\$13,620</b>	2023
<a href="#">Southwest Florida Military Museum &amp; Library Inc</a>	FL	\$57,296	Vp Aug - Dec	\$12,600	<b>\$12,278</b>	2022
<a href="#">Zumix Firehouse Inc</a>	MA	\$54,182	Clerk	\$8,417	<b>\$7,320</b>	2024
<a href="#">Olathe Youth Symphony Association</a>	KS	\$54,116	Music Director	\$6,500	<b>\$6,620</b>	2025
<a href="#">The Legacy Project Inc</a>	VA	\$57,462	Executive Director	\$16,540	<b>\$15,913</b>	2023
<a href="#">Juneteenth Festival Inc</a>	NY	\$54,055	Office Clerk	\$12,352	<b>\$10,802</b>	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">Fashion Accessories Benefit Ball Inc</a>	CT	\$57,479	Executive Director	\$45,000	<b>\$42,040</b>	2023
<a href="#">Sandhills Family Heritage Association</a>	NC	\$53,524	Executive Director	\$17,854	<b>\$17,854</b>	2024
<a href="#">Trinity Communication Group Inc</a>	IN	\$58,094	Director	\$18,000	<b>\$18,371</b>	2024
<a href="#">Oliver Hazard Perry Shipyard</a>	PA	\$58,200	Executive Director/ceo/pre	\$20,630	<b>\$19,911</b>	2024
<a href="#">The Narrow Gauge Preservation Foundation</a>	MO	\$58,293	Executive Dir.	\$8,800	<b>\$9,020</b>	2024
<a href="#">A Call To Conscience</a>	MO	\$58,342	Secretary	\$9,600	<b>\$10,132</b>	2023
<a href="#">Beethoven Festival Orchestra Inc</a>	NY	\$52,957	President	\$2,000	<b>\$1,749</b>	2024
<a href="#">Ingersoll Gender Center</a>	WA	\$52,906	Executive Director	\$108,414	<b>\$96,713</b>	2023
<a href="#">Djoniba Dance &amp; Drum Centre Inc</a>	NY	\$58,668	President	\$5,000	<b>\$4,502</b>	2023
<a href="#">Stoney Hill Foundation Inc</a>	PA	\$58,777	Assistant Executive Director	\$59,628	<b>\$56,065</b>	2025
<a href="#">Educational Center For The Blind And The Handicapped Of Puerto Rico</a>	PR	\$52,731	Director	\$3,551	<b>\$3,656</b>	2023

**Comp (reported)** is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to NC 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 NC 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	231 organizations. Compensation range \$1–\$209,642; filing years 2021–2025.
SIZE BASIS	Matched on total revenue (\$55,767); for reference, expenses \$151,713 and assets \$6,396. <b>Revenue and expenses diverge this year — revenue may misrepresent operating size; weigh the expense-based view.</b>
ROLE MATCH	Barbara Wetsig-lynam, reported title " <i>EXECUTIVE DIRECTOR</i> ", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	26 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	13 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	92 <sup>nd</sup>
Total compensation (D + F), as reported (no adjustments)	92 <sup>nd</sup>
Reportable pay only (column D), adjusted	95 <sup>th</sup>
All sources (D + E + F), adjusted	83 <sup>rd</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 (Barbara Wetsig-lynam) 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 231 similarly situated organizations (Same NTEE major group (A), nationwide + budget 0.67–1.5× revenue).

3. The authorized body determined that total compensation of \$53,333 is reasonable (approximately the 92<sup>nd</sup> percentile of comparable organizations) and documented the basis for this determination concurrently, on [date], by a vote of [\_\_ for / \_\_ against].

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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.