



2023 Annual Report

Community Radio, Inc.



About Us

Community Radio, Inc. owns and operates KJIC 90.5 FM Santa Fe, TX and KQLC 90.7 FM Sealy, TX. Established as a 501(c)(3) Charitable Organization by the IRS in 1978, we have been dedicated to providing music that speaks to the hearts of individuals of all ages—a harmonious melody conveying a straightforward yet impactful message centered on Jesus and the celebration of life in Him.

Our mission is to bring comfort, encouragement, and spiritual strength to Christians while serving as a beacon of light to the lost.



Our Board

The Board of Directors is composed of individuals whose sole purpose is to advance the mission of this ministry. Through fervent prayer, we earnestly seek the guidance of the Lord, expressing gratitude for all He generously provides. With unwavering trust, we believe that God will continue to lead us in wisdom and understanding as we wholeheartedly seek His direction.



**Justin
Vaughn**
President



**Steve
Vaughn**
Vice President



**Rachel
Vaughn**
Secretary



**Bob
Vaughn**
Member



**Sharon
Vaughn**
Member



**Shane
Vaughn**
Member



**Sean
Vaughn**
Member

The General Manager



How I Got Here...Again!

My radio career began back in 2003. During that time I was pursuing a broadcasting degree while working in various roles at KJIC, including Program Director and Engineer. In my time at KJIC, I was fortunate to witness substantial growth in both coverage and wattage. It was indeed a blessing to be a part of that period.

In 2009, I left KJIC in pursuit of a calling the Lord laid on my heart. I began a company in assisting families in rebuilding their homes after natural disasters. As the company grew we took on various residential and commercial projects. This ignited a passion for volunteering alongside disaster relief organizations. Eventually, in 2012, I transitioned to a career in the automotive industry, allowing me to continue supporting disaster relief efforts while providing stability for my growing family.

In January 2020, I felt a prompting from God to re-enter full-time ministry. Despite uncertainty about the specific direction, I chose to trust that God would unveil His plan at the right time. Then on December 31, 2020, I left my career in the automotive industry, dedicating myself to following His will for my life. Through consistent prayer and seeking His guidance, the Lord directed me back here in June 2021. The journey has been one of immense faith, and I can confidently affirm that God is good! Throughout this period, I found strength in the scripture, "Trusting in the Lord with all my heart, not leaning on my own understanding. Acknowledging Him as He directs my path" (Proverbs 3:5-6). I sincerely believe that God has a unique path for everyone, and as we tune our ears and hearts to Him, He will work through each one of us. I am truly excited to see God's plan unfold in this ministry.

In His Service,

Justin Vaughn



Our Reach

FM Radio

FM radio has been the cornerstone of our outreach efforts since our inception. This year we experienced a notable surge, with a remarkable 38% increase in our weekly listenership. We fully anticipate this positive trend to persist. Especially, with a growing number of listeners joining together in prayer, we remain hopeful for ongoing growth and impact in the times ahead.

Streaming

Streaming our broadcast online and through the KJIC App swiftly emerged as our primary platform for connecting with listeners. In the year 2023 alone, we recorded an impressive 918,173 listener sessions, with over half of them utilizing the convenient and free KJIC app. This technological advancement has empowered us to extend the reach of Christian Country Radio to audiences around the globe.

Social Media

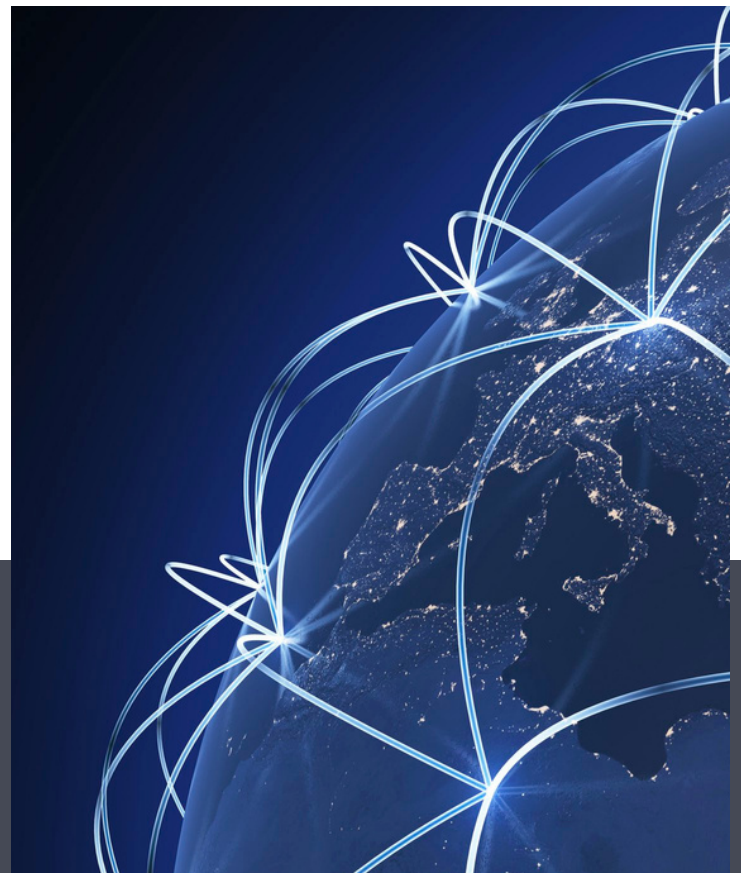
In the contemporary landscape, most of us engage with social media in some capacity. For KJIC, this represents a valuable opportunity to spread encouragement and the message of hope in Jesus to a broad audience. Our active presence on social media platforms, including Facebook, Instagram and X, serves as a dynamic avenue for connecting with and uplifting individuals.

Literature

In the present year, our distribution of newsletters and devotionals has reached unprecedented levels, with an impressive circulation of 28,332 newsletters and 3,000 devotionals. Our print ministry remains a powerful source of encouragement for both our listeners and those incarcerated. Furthermore, we've introduced inspirational blogs as an additional resource, with the goal of offering daily encouragement to our audience. And, of course, we consistently share an inspirational scripture text every day—the daily bread.

Community

We actively seek partnerships with various organizations that align with our vision. Together, our shared purpose is to cultivate a robust community of believers and to serve as a beacon of light, directing people toward Christ.

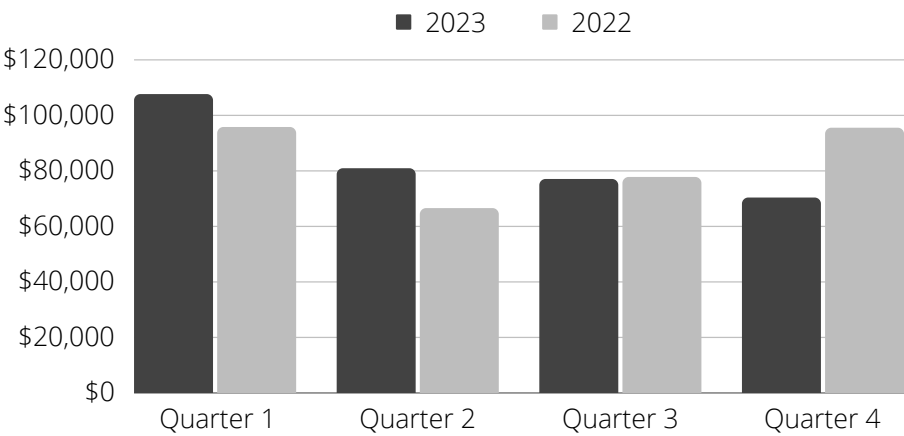


And then he told them, “Go into all the world and preach the Good News to everyone. Mark 16:15

A Year in Review

Once again, God has graciously provided through His people. Since the inception of Community Radio, Inc., the financial support from our listeners has been integral to our operations. While it's acknowledged that not all listeners are able to contribute financially for various reasons, their prayers remain invaluable to us. This year, there was a slight decrease in the number of contributors, with 396 people giving in 2022 and 384 in 2023. To those facing economic challenges, we offer words of encouragement—do not be disheartened, for God is with you. He consistently provides exactly what we need at the right time. We firmly believe that what God has ordained, He will sustain. In His perfect timing, He will move through His people to uphold and strengthen this ministry.

Revenue Activity



The graph illustrates a recurring trend that we typically observe year after year—a gradual decrease in revenue as the year progresses. Occasionally, due to a couple of generous one-time gifts, we notice a spike, as seen in the fourth quarter of 2022. The challenge with this type of trend is that the revenue does not fully cover the expenses, resulting in a negative balance. With the Lord's guidance, we anticipate and hope for a more consistent revenue trend that can adequately offset expenses in the near future.

Revenue Breakdown

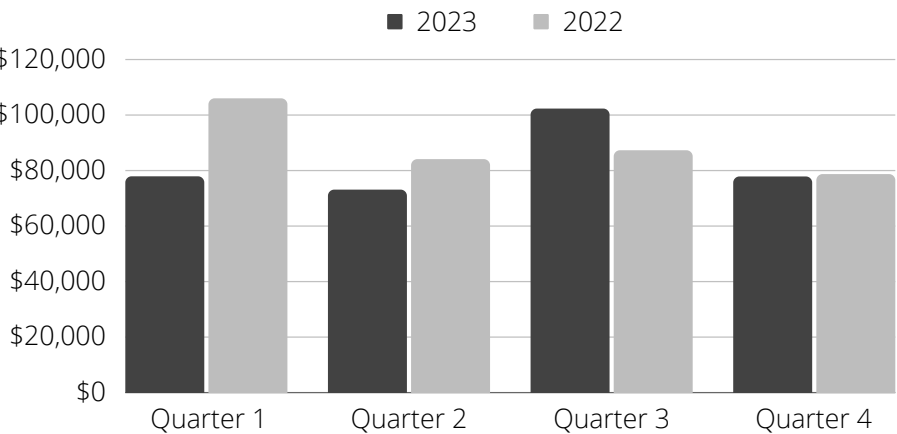
Revenue	2022	2023	Change
Individuals	\$ 203,523	\$ 203,617	\$ 94
Impact Partners	\$ 119,812	\$104,077	\$ -15,735
Charity Programs	\$ 1,017	\$ 2,952	\$ 1,934
Interest Earned	\$ 132	\$ 4,127	\$ 3,995
Sale of Assets	-	\$ 13,885	\$ 13,885
Air Time Sales	\$ 7,160	-	\$ -7,160
Tower Lease	-	\$ 7,500	\$ 7,500
Cash Back Program	\$ 3,699	-	\$ -3,699
Total	\$ 335,793	\$ 336,157	\$ 365

As we conclude the year with optimism for surpassing the achievements of 2022, it's noteworthy that 2023 brought a new stream of revenue through the leasing of tower space, providing an additional blessing in terms of income. On a different note, we made the decision to sell the KJIC out-and-about van. Unfortunately, our Impact Partnership program experienced a significant drop this year.

Donors

Count	2022	2023	Change
Individuals	365	351	-14
Impact Partners	24	26	2
Charity Programs	5	7	2

Expense Activity



As evident from the graph, our expenses have seen a decrease compared to 2022. We implemented a 7% spending reduction across various categories. However, certain costs, such as electricity expenses, remained unavoidable. Notably, our five-year fixed rate for electricity ended in the third quarter of this year.

Expense Breakdown			
Expense	2022	2023	Change
Utilities	\$ 43,531	\$ 52,802	\$ 9,271
Advertising	\$ 39,533	\$ 35,207	\$ -4,326
Dues	\$ 21,284	\$ 17,575	\$ -3,709
Programming	\$ 10,294	\$ 6,442	\$ -3,852
Software	\$ 10,257	\$ 9,419	\$ -838
Facility	\$ 26,874	\$ 24,140	\$ -2,734
Print/Shipping	\$ 27,349	\$ 21,791	\$ -5,558
Education	\$ 3,175	\$ 591	\$ -2,584
Labor	\$ 173,887	\$ 163,295	\$ -10,592
Total	\$ 356,184	\$ 331,262	\$ -24,922

This chart provides a detailed breakdown of expenditure categories, illustrating budget cuts in various areas, excluding utilities. As previously mentioned, ongoing budget cuts will persist in 2024. Looking ahead to 2024, we've already initiated the transition to a predominantly paperless model and introduced a new online giving account. Anticipating these changes, along with other planned adjustments, we aim to achieve an additional 7% reduction in expenses for the coming year.

Financial Activity		
Jan 1-Dec31		
	2022	2023
Operations		
Total Revenue	\$ 335,793	\$ 336,157
Total Expenditures	\$ 356,184	\$ 331,262
Net Operating Revenue	\$ -20,392	\$ 4,896
Fixed Assets		
Equipment Costs	\$ -7,805	\$ -9,169
Building & Tower Costs	\$ -22,525	\$ -9,211
Financial Position	\$ -50,722	\$ -13,484

This report illustrates the allocation of funds throughout the year, revealing that our net revenue for operations in 2023 concluded positively, covering operational costs. However, due to expenses associated with a new A/C unit at our transmitter site and broadcast equipment in the studio, we ended 2023 with a deficit of \$13,484.

World Wide

Christian Country Radio extends its reach far beyond our FM signal, resonating with listeners in numerous countries globally. These are the top 100 nations where audiences stream KJIC online or through the app. We are so grateful for the opportunity that God has granted us to touch lives across borders. It is essential to remember that Community Radio Inc. functions as a ministry, dedicated to providing comfort, encouragement, and spiritual strength to Christians while shining as a beacon of light to those who are lost.



Top 10 U.S. Cities

- Houston, Texas
- Tri-Cities, Washington
- Dallas, Texas
- St. Joseph, Michigan
- San Antonio, Texas
- Cleveland, Ohio
- Atlanta, Georgia
- Philadelphia, Pennsylvania
- Los Angeles, California
- Wichita, Kansas

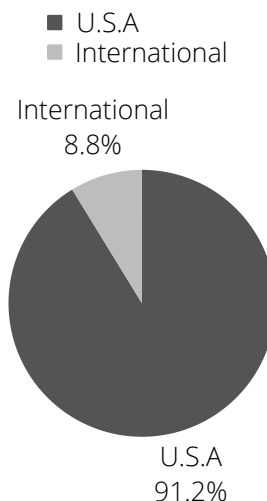
Top 10 States

- Texas
- Washington
- Michigan
- Florida
- Ohio
- Kansas
- Pennsylvania
- California
- Georgia
- Maryland

Top 10 Countries

- United States
- Brazil
- France
- Australia
- Canada
- Germany
- Netherlands
- Mexico
- Nigeria
- Finland

Total



Looking Ahead

We are embarking on a significant project and are seeking your assistance, hoping to achieve our goals without incurring debt. The project involves constructing a new building and implementing backup power solutions for our transmitter sites and studio. Persistent power outages, prevalent in our rural location, have been a recurring challenge, leading to extended downtimes even for minor issues up the road. Our current office/studio faces numerous critical issues, including irreparable foundation cracks, structural framing challenges, and electrical and plumbing hazards. Initially established in a 12x20 cow shack 25+ years ago, subsequent additions and corrections have revealed irreversible damages. Fortunately, Community Radio sits on ample property, providing an opportunity to construct a modest-sized building. This new facility will incorporate modern efficiencies to reduce energy costs, ensuring a weather- and insect-tight environment, and allowing room for future expansion.

For 2024, we've already initiated the transition to a predominantly paperless model and introduced a new online giving account. Anticipating these changes, along with other planned adjustments, we aim to achieve an additional 7% reduction in expenses. Our revenue goal for 2024 is set ambitiously at \$400,000. This target reflects our optimistic outlook and strategic planning for 2024. Achieving this goal would not only signify substantial financial growth for Community Radio, Inc., but it would also provide us with the resources needed to enhance our services, reach a broader audience, and invest in key projects that align with our mission. This advantageous goal is a testament to our commitment to expanding our impact and ensuring the sustainability of our ministry in the coming year.

Summary

Community Radio, Inc. remains steadfast in its commitment to reach more individuals in the name of Jesus, relying on the Lord's provision. Despite facing annual obstacles, our faith in Him remains unwavering. The mission of this ministry will persist, with the hope and prayer that it continues until the return of our King, Jesus. We invite you to join us in prayer, asking the Lord for wisdom and guidance, and trusting that He will guide the right individuals to accomplish these tasks. Your prayerful support and potential involvement are crucial to this ministry.

Correspond with us

Mail To:
Community Radio, Inc.
P.O. Box 1338
Santa Fe, TX 77510

Email: kjic@kjic.org
Phone: (281) 824 1228
Online: www.kjic.org

