



**Christian Country Radio**  
PO BOX 1338 SANTA FE, TX 77510

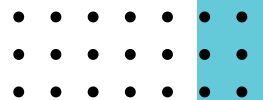
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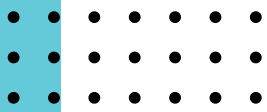


# 2024

# ANNUAL REPORT

COMMUNITY RADIO, INC.





# A Message From The President

Dear Listener,

As we close another remarkable year at Community Radio, Inc., I am filled with gratitude for the continued support and passion that our listeners, staff, and community partners have contributed to our mission. This year has been one of growth, challenge, and incredible impact, reflecting our commitment to delivering quality Christian country music and uplifting content to over 7 million people in the Houston metroplex and countless others around the globe.

In 2024, we strived to enhance our programming and expand our outreach, ensuring that every note played and every word spoken resonates with our mission. We expanded our music library with selections that have quickly become favorites, and we deepened our community involvement through partnerships and charity initiatives that have tangibly improved lives.

Financially, we navigated the complexities of a dynamic economic landscape thanks to the generosity of our giving listeners. Although we didn't end 2024 in the positive, all our bills were paid. The Lord is faithful!

Looking ahead to 2025, we are excited about the opportunities to further enhance our service, reach more listeners, and complete our special project. We remain committed to being a source of inspiration and community connection, honoring our mission to provide comfort, encouragement, and spiritual strength to God's people, while shining as a light to the lost.

Thank you for all the prayers, financial support, and for listening to 90.5 KJIC. We are excited to continue this journey with you, growing together in spirit and purpose.

Warmest regards,

Justin Vaughn  
President and General Manager  
Community Radio, Inc. | KJIC 90.5 FM

You are  
*Special*  
to us!

# Board of Directors

Community Radio, Inc. is a private organization led by a committed Board of Directors. Each member is dedicated to advancing the mission of our ministry. Our board members serve on a voluntary basis and are not compensated for their roles on the board.



**Justin Vaughn**

**President**

General Manager at KJIC



**Rachel Vaughn**

**Secretary**

Music Director at KJIC.



**Steve Vaughn**

**Vice President**

Associate Pastor at Community Baptist Church Danbury Texas.



**Sean Vaughn**

**Member**

Chief Engineer at WMBI Chicago



**Robert Vaughn**

**Member**

Founder & retired General Manager at KJIC.



**Sharon Vaughn**

**Member**

Retired Program Director at KJIC.



**Amber Cole**

**Member**

Director of Embrace Grace at The Harbor



**Shane Vaughn**

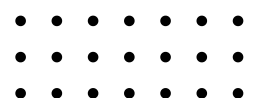
**Member**

Owner at Auto Exam, Inc.

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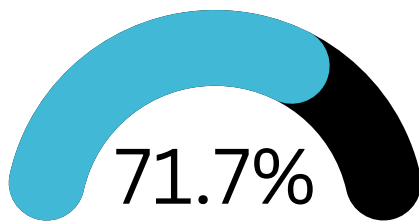
Community Radio, Inc. is a 501(c)(3) charitable organization, recognized by the IRS since 1978. We proudly own and operate two FCC-licensed noncommercial educational radio stations: 90.5 FM in Santa Fe, TX and 90.7 FM in Sealy, TX. Both stations operate as listener-supported platforms, broadcasting 24/7 to provide Christian Country music, inspirational content, and messages of hope.

Our mission at Community Radio, Inc. is to provide comfort, encouragement, and spiritual strength to Christians globally, while also shining as a light for those who are lost. Through our music and programming, we aim to touch the hearts of individuals of all ages and backgrounds, delivering a message that is both simple and powerful—pointing towards Jesus and celebrating life in Him.



# Performance Overview

In 2024, Community Radio, Inc. set out to expand our online listener base, achieve a total revenue of \$400,000, and improve the overall listener experience. Here is a concise overview of our performance in these key areas.

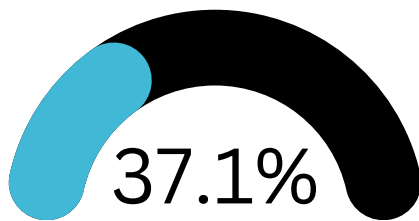


**71.7%**  
of financial goal  
was achieved



**3,213** NEW APP  
DOWNLOADS

**662,776** APP  
PLAYS



**37.1%**  
of donors increased  
their giving in 2024



**2,186** MORE SONGS  
PLAYED

**137,545** TOTAL  
PLAYED

**91.1%**

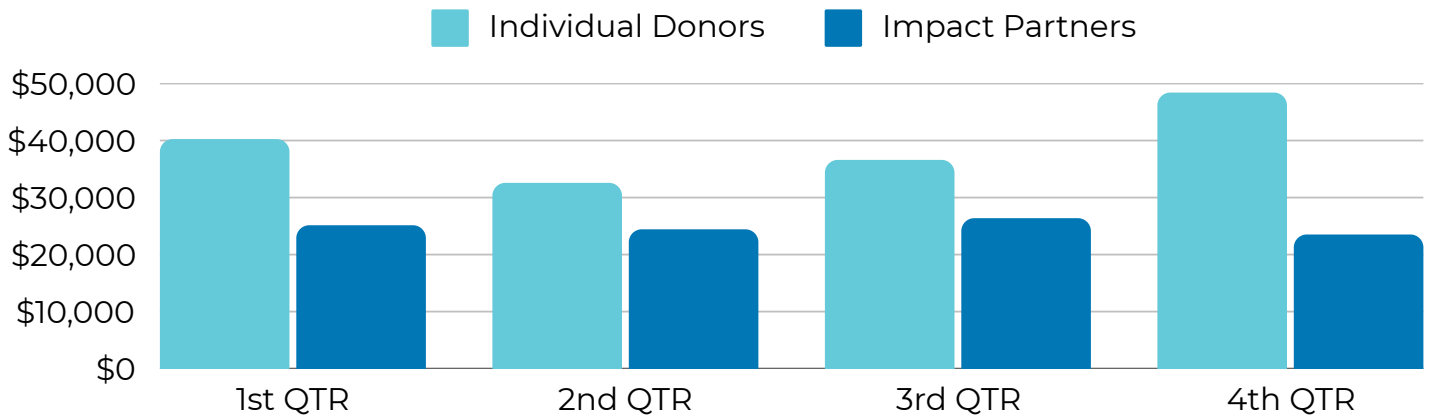
Overall listener satisfaction



**11.4%**

Increase in online Average  
Quarter Hour listeners

# Giving Activity



2024 Total Donations: \$257,321

Individual donors accounted for the majority of donations, contributing **61.3%**, while our Impact Partners provided the remaining **38.7%**.

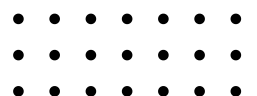
**83.5%**  
of expenses were covered by donations

According to available data, the average percentage of giving listeners for Christian radio is around **10-15%** of their overall audience.

**0.83%**  
of our listeners gave a donation

Donor retention is crucial. It's the loyal supporters who consistently contribute year after year that help sustain our mission. **68** new giving listeners were added in 2024.

**62.3%**  
of donors in 2023 also gave in 2024





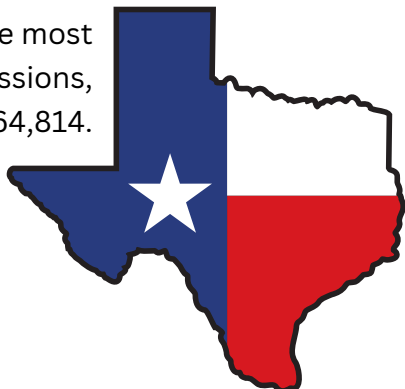
# Listener Report

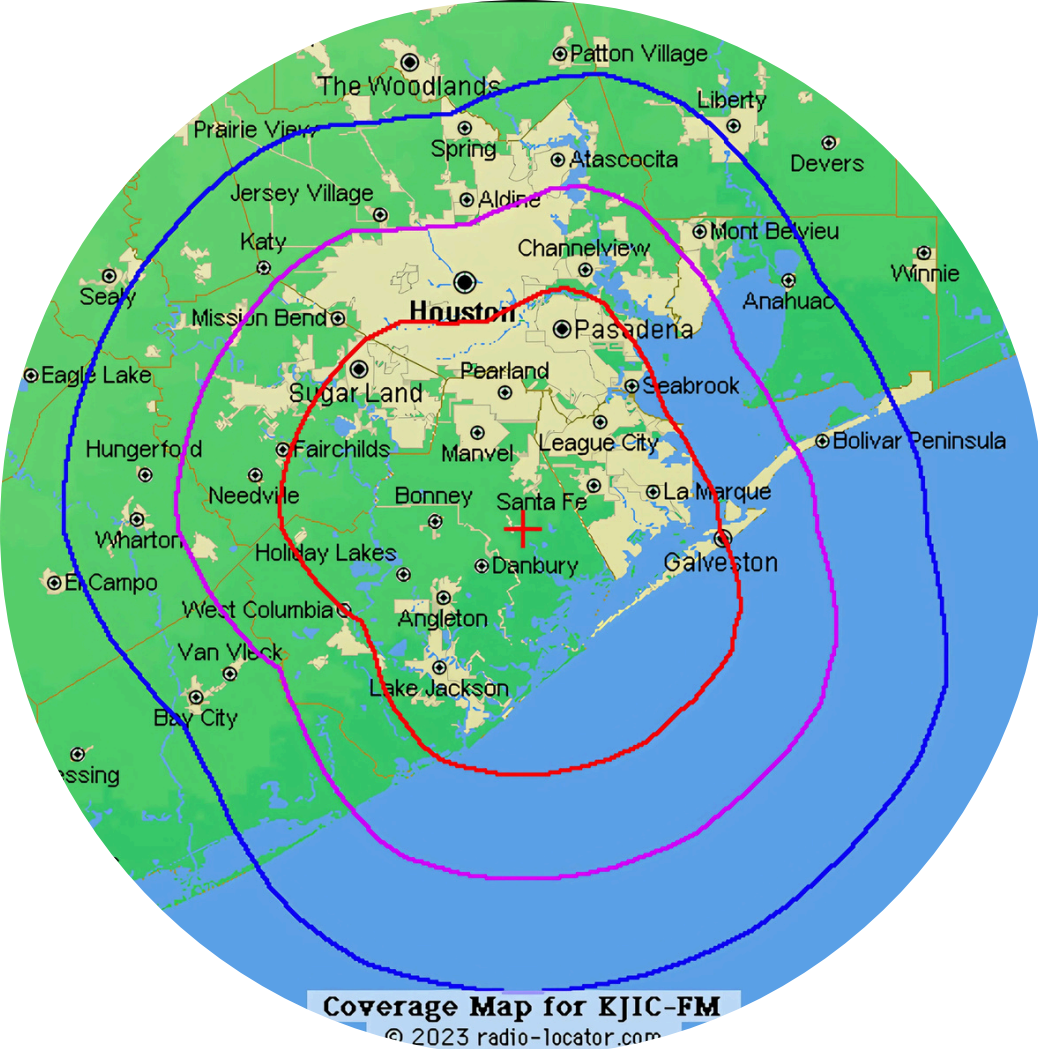
## Listener Sessions

90.5 FM streams continuously worldwide, connecting listeners from every corner of the globe. Each connection to our stream is recorded as a session. Here's a visualization of listener sessions from 2024.



Texas had the most listener sessions, with 364,814.





# HOUSTON 90.5 KING JESUS IS COMING

The innermost circle represents our strongest signal, where most home radios and vehicles can easily tune in.

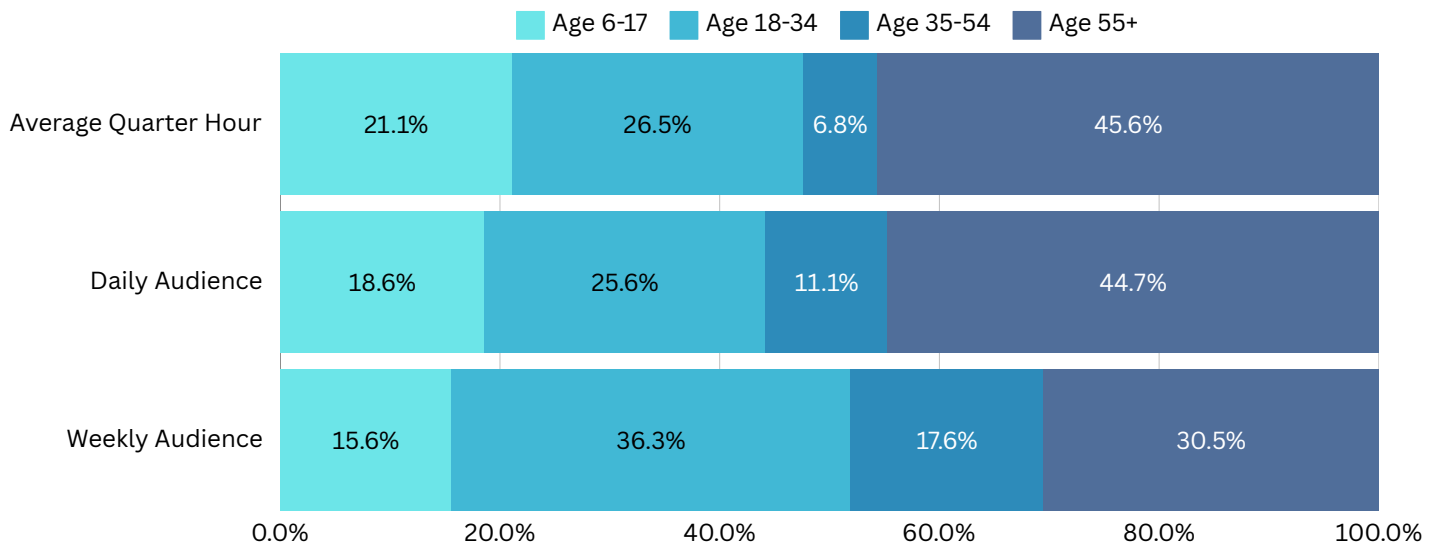
In the next ring, vehicles can generally pick up our signal, though some home radios may have difficulty.

In the outermost ring, reception becomes challenging, with static and interference likely to occur.

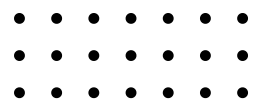
## 90.5 FM Audience

In 2024, we averaged **35,800** weekly listeners, with an average listening duration of **1 hour and 55 minutes**. Additionally, the average listenership each quarter hour was **558**.

Overall, KJIC was ranked **34th** in listenership among the 43 reporting stations in the Houston-Galveston market, which is the sixth largest radio market in the nation.



\*2024 Ratings are based on audience estimates and are the opinion of Nielsen Audio. Figures are not a precise representation of a demographic or radio market.



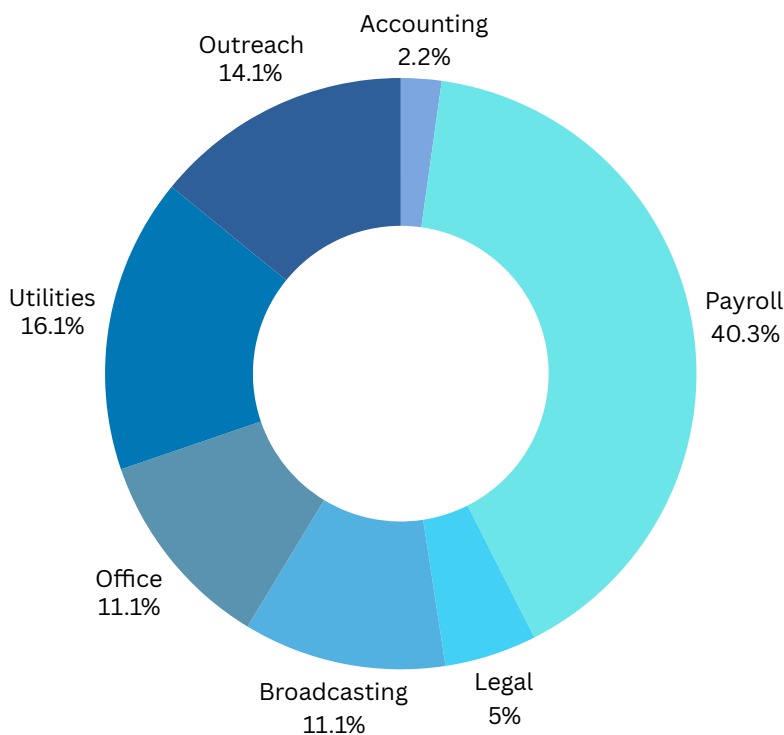
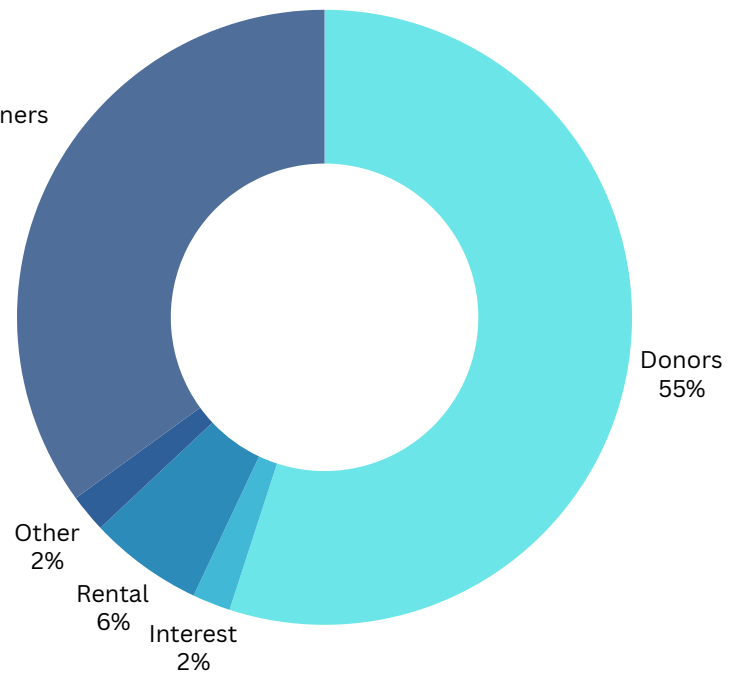
# Financial Performance

The charts below illustrate the total revenue and expenses incurred by Community Radio, Inc. in 2024.

**\$ 286,887**

## Total Revenue

Rental income is generated from leasing space on our 90.5 FM tower. Other sources of income include credit card rewards, while interest income is accrued from funds held in reserves.



**\$ 307,962**

## Total Expense

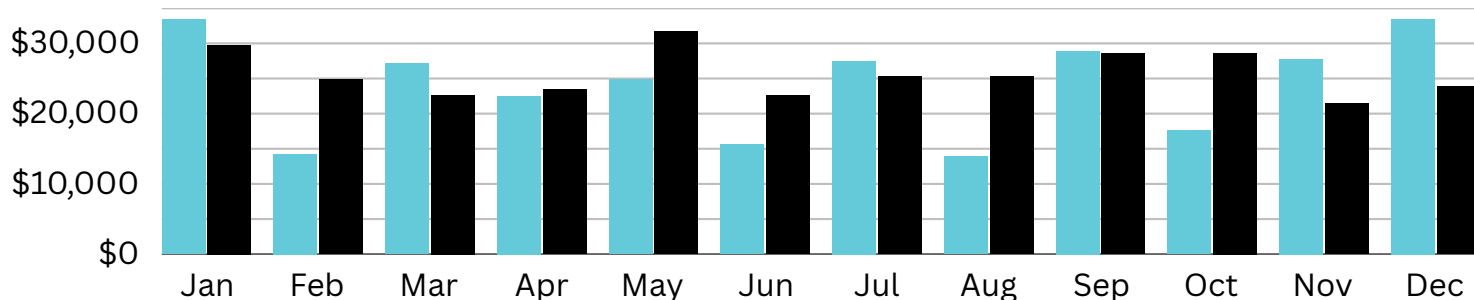
Outreach efforts encompass sending out devotionals, newsletters, and advertising. Broadcasting expenses cover equipment, programming, streaming, leasing, and maintenance or repairs. In 2024, our team included two full-time employees and one part-time employee.




# Year in Review

## Profit & Loss

Revenue Expenses

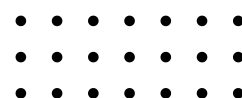


<b>2024</b>	<b>2024</b>	<b>2024</b>		<b>Net Revenue Change From 2023</b>
<b>Gross Revenue</b>	<b>Total Expenses</b>	<b>Net Revenue</b>		
\$ 286,887	\$ 307,962	\$ -21,075		
<b>2023</b>	<b>2023</b>	<b>2023</b>		
<b>Gross Revenue</b>	<b>Total Expenses</b>	<b>Net Revenue</b>		<b>-7.03 %</b>
\$ 336,157	\$ 331,262	\$ 4,895		

As illustrated above, our gross revenue in 2024 was 15% lower than in 2023. Although our expenses decreased by 7% this year, we still ended up with a deficit. This shortfall required us to dip into our reserves. Maintaining funds in reserves is crucial as it provides a financial buffer for unexpected expenses. We are actively exploring strategies to enhance our financial stability and prevent future deficits.

## Cash Flow

<b>Net Revenue plus Adjustments</b>	<b>Investment in Assets</b>		<b>Net Cash Increase</b>
\$ -24,387	\$ -10,106		\$ -34,493
<b>Cash Beginning of Year</b>	<b>Cash End of Year</b>		
\$ 161,282	\$ 126,789		



# Outreach Report

## COMMUNITY

Hurricane Beryl swept through our region, leaving a trail of damaged homes. In response, Samaritan's Purse came forward to help hundreds of families with repairs and essential resources. We had the privilege of working alongside volunteers in Brazoria, TX, helping to connect affected families with the support they needed.



## FOSTER KIDS

In 2024, more than 355,000 children were in foster care. This motivated us to help raise awareness for organizations dedicated to providing resources and care for these children. Among these organizations are the Texas Department of Family and Protective Services Faith-Based program, The Sanctuary Foster Care Services, and Harvest Family Life Ministries.



## VETERANS

We were honored to collaborate with these incredible organizations: The Warriors Refuge, None Parish Evangelistic Ministries, Oath, Inc., and the PTSD Foundation of America. Throughout the year, these groups tirelessly provide comfort, encouragement, and spiritual strength to the men and women who have served in our armed forces.



## INMATES

This year, we distributed more than 500 devotionals to inmates throughout Texas. Many inmates use these devotionals as a tool to share the message of Jesus with their fellow inmates. By providing this resource to those incarcerated, we not only strengthen their faith journey but also remind them that they are not forgotten.

"I praise God for your ministry. I can't express enough how the things that your ministry does gives so many of us prisoners hope. Thank you! God uses ministries like yours to plant seeds for Him to grow. Keep up the good work of spreading the good news to us all. God Bless Y'all" - Euella C.

# Special Projects

Community Radio, Inc. is seeking funding to construct a new office building, install backup generators for our radio stations and office, and upgrade our property infrastructure. This project is vital for enhancing our operational resilience, particularly during natural disasters, and ensuring continuous broadcasting and community service.

With your support, Community Radio, Inc. will continue to be a reliable and inspiring presence in our community, providing uplifting and informative programming despite external challenges.



## New Office/Studio Building

We are seeking to construct a quality metal building designed to withstand Gulf Coast hurricanes and flooding. This building will be a vital addition to our infrastructure, providing the durability and protection necessary to ensure our operations remain uninterrupted, even in extreme weather conditions. Estimated Costs: \$ 325,000



## Backup Power Systems

To ensure uninterrupted power supply during outages and maintain our broadcast capabilities and operational functions. These generators are critical to our mission, especially during natural disasters, providing a reliable power source to keep us on the air and serving our community. Estimated Costs: \$ 100,000

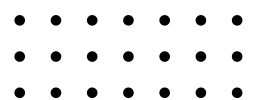


## Infrastructure Improvements

To support our operations, it is essential to ensure accessibility to our buildings and protect high voltage areas, tower access, and our office after hours. These infrastructure upgrades will enhance our facility's functionality and security. Estimated Costs: \$ 125,000

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We want to remind everyone that with your financial support, we can continue broadcasting 24/7 around the world, distributing literature, and serving as a resource for the community. We are deeply grateful to have been a part of this community since 1978, and we pray to continue our service for many more years. If you'd like to join the KJIC giving family, please visit [www.kjic.org/give](http://www.kjic.org/give) and select your preferred method of giving. Thank you for standing with us in 2025.





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WWW.KJIC.ORG



Community Radio, Inc. is a 501(c)(3) Charitable Organization recognized by the IRS. We are licensed by the FCC as a noncommercial educational radio station operating at 90.5 FM Santa Fe, TX and 90.7 FM Sealy, TX.