



*"There is a clear link between evangelization and the defense of religious liberty. The more Catholics know, understand, practice and love their faith, the more ready they will be as citizen to defend their own faith and defend the right of their fellow citizens to live out their faith." Archbishop William Lori*

## **The volunteers and board members at Good Shepherd Catholic Radio wish you a very Blessed Christmas Season, and a Joyous New Year**

We want to take this opportunity to bring you up to date on the progress that we have made during this past year. As you may remember, it was April 28, 2010 (NEARLY 5 YEARS AGO) that we held our very first public discussion regarding bringing Catholic radio to Jackson and Lansing. At that time there were less than 150 Catholic radio stations nationally. Currently the number of Catholic Radio signals exceeds 350.

We are extremely proud to be part of this growth, and grateful that we are the first and only Catholic radio station serving the central part of the Lansing Diocese. None of this would be possible without your prayers and financial support. This past year was filled with a great deal of promise, many challenges, and thanks to God, much success.

**It was November 1, 2013** when we established our studios in the St. Joseph Convent at 704 N. East Avenue.

**On February 21, 2014** the Federal Communications Commission (FCC) authorized our permit to begin construction of our broadcast facility.

**April 28** – The FCC granted our AM and FM licenses.

**June 27** – Final closing on the purchase of the station license from Spring Arbor University.

**August 18** – We began testing our broadcast capabilities.

**September 12** – After much troubleshooting and problem solving we were able to begin full time 24/7 broadcasting.

**October 31** – We began streaming our GSCR signal internationally.

**December 11** – Good Shepherd Radio mobile app made available.

**December 14** – Began regular broadcast of Sunday Outreach Mass at Noon and 7:00 p.m.

**December 25** – Broadcast Mass on Christmas Day.

Catholic Radio is needed now more than ever! God bless you for your generosity and for being part of this exciting Catholic evangelization outreach!

## GOOD SHEPHERD CATHOLIC RADIO NEEDS YOUR DONATION

Our financial goal for this fiscal year was to raise \$115,000. This goal was established based on two major expenses: the pay off to Spring Arbor University for the purchase of our radio station license, and for our first year operating expenses.

In August we received a "Matching Gift donation" of \$40,000. This gift would be payable to us, if and when another \$40,000 was raised by way of other donations. We are happy to tell you that, thanks to your donations, the match has been achieved.

In addition to the above, Good Shepherd Catholic Radio received a Christmas present of a \$20,000 matching gift. Once again, this means that if (and only if) we raise \$20,000 by June 1st, the matching gift will be donated to GSCR.

We ask you to please support this very important effort.



## YOUR OPINION IS REQUESTED:

Please provide your feedback regarding our programming. The more specific that you are, the more helpful it will be.

We want you to tell us what you enjoy the most, and what you think we can do better.

Please respond by phone at: (517) 513-3340, or email [info@gscr.org](mailto:info@gscr.org).

**Now** that we are keeping regular business hours (9-5) at our studio, you have an open invitation to stop by for a close-up look at our progress.

Please feel free to email or phone your comments to us regarding our broadcast. Your comments are not only welcome but it is imperative that we have your feedback in order to make constant improvements.



### Board of Directors

Anthony Gerring  
Thomas Hendrickson, Esq.  
Kathy Schmaltz  
Douglas Shumard  
Albert A. Thorrez, CPA

### Advisory Board

Fr. Timothy Krzyzaniak  
Fr. Mathias Thelen  
John Beutler  
Stephen Kwaske  
Edward Walter





## Vehicle Donations Program

Good Shepherd Catholic Radio has partnered with Vehicles for Charity, another nonprofit organization, to process donated vehicles. Please call **1-866-628-2277** to donate your vehicle today. You can donate almost any vehicle, including cars, trucks, boats, motorcycles, recreational vehicles, and they do not have to be currently running. Good Shepherd Catholic Radio will receive 70% of the proceeds from your vehicle donation. All you need to donate a vehicle is a clear title in your name, the vehicle keys, and information about where the vehicle is located and the condition of the vehicle. You may visit our website for additional information.

**Note:** GSCR has been the recipient of over \$1300 during the brief period of time that we have been associated with this program.

## Volunteers Needed

Like many other nonprofit organizations, Good Shepherd Catholic Radio needs a solid core of volunteers in order to successfully accomplish our role as a lay Catholic education apostolate working through the medium of radio.

Opportunities that are available include the following:

- **General Office Duties**

Minimal computer skills required

- **Parish Reps**

Distribute newsletters to one parish quarterly

- **Fundraising committee members**

Underwriting sales members

- **Prepare and Record Scripts**

Minimal broadcast experience required

- **Social Media**

Internet technology



Good Shepherd Catholic Radio booth at the Lansing Diocesan Assembly November 19-20, 2014

*"I WILL GIVE YOU SHEPHERDS*  
after my own heart; they will nourish you with  
knowledge and sound teaching."  
Jeremiah 3:15

## Regarding Email vs US Mail

If you are receiving our newsletter by way of BOTH U.S. Mail and Email, please notify us via email, to delete you from our U.S. mail list.

## MOST IMPORTANTLY FORWARD THIS NEWSLETTER

We ask that you share this e-mail with your friends, and ask your friends to share this with their friends.

For those interested in passing us their email address, we will keep them up to date on our progress.

### AND

Ask your Pastor for permission to place copies of this newsletter in your church vestibule.

Between newsletters, please stay in touch with our progress by accessing our website [www.gscr.org](http://www.gscr.org) or [www.jlcr.net](http://www.jlcr.net).



## *Travel Michigan With Catholic Radio*

Alpena	Baraga Broadcasting	WGZR	89.9 FM
Ann Arbor/Detroit	Ave Maria Radio	WDEO	990 AM
Battle Creek	Holy Family Radio	WSPB	89.7 FM
Gaylord	Baraga Broadcasting		92.1 FM
Grand Rapids	Holy Family Radio	WVHF	1140 AM
Harbor Springs	Baraga Broadcasting	WTCK	90.9 FM
JACKSON	Good Shepherd C.R.	WJKN	1510 AM
JACKSON	Good Shepherd C.R.		93.3 FM
Kalamazoo	Holy Family Radio	WVAV	91.5 FM
LANSING	Good Shepherd C.R.	TBD	TBD
Saginaw Valley	Ave Maria Radio	WMAX	1440 AM
St. Ignace	Baraga Broadcasting	WIDG	940 AM
St. Ignace	Baraga Broadcasting		95.1 FM
Tawas	Baraga Broadcasting	WGJU	91.3 FM
Traverse City	Baraga Broadcasting	WTCY	88.3 FM



704 N. East Avenue  
Jackson, MI 49202-3423  
[www.gscr.org](http://www.gscr.org)

**YES, I would like to support Good Shepherd Catholic Radio with a gift of:**

☐ \$5,000   ☐ \$2,500   ☐ \$1,000   ☐ \$500   ☐ \$250   ☐ \$100   ☐ \$50   ☐ Other: \_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Parish: \_\_\_\_\_

I would like to make this pledge (check your selection):

☐ monthly   ☐ quarterly   ☐ one-time

☐ My check is enclosed   ☐ Please charge my credit card:   ☐ Visa   ☐ MC   ☐ Discover   ☐ American Express

Card # \_\_\_\_\_ Exp: \_\_\_\_\_ CVV Security Code: \_\_\_\_\_