

JACKSON LANSING CATHOLIC RADIO

CATHOLIC RADIO SERVING
SOUTH-CENTRAL MICHIGAN



"The most important...inventions are those media which, such as radio...can, of their very nature, reach and influence, not only individuals, but the very masses and the whole of human society."

Second Vatican Council

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Jackson Lansing Catholic Radio has been established as a lay Catholic Education Apostolate to communicate Christian truth as expressed in Sacred Scripture, Sacred Tradition, and by the Magisterium of the Catholic Church via radio.

News

Happy New Year!

All of us, at Jackson Lansing Catholic Radio, hope that you experienced a very Holy Christmas, and we wish you a blessed 2012. JLCR has been blessed in many ways during this past year, and have a great deal to be thankful for. Even though we have not yet started a formal fundraising program, a number of patrons have stepped forward with individual donations,

ranging from \$5 to \$25,000. We are currently in negotiations for a small F.M. station, and if all goes well, we could be on the air before the end of the year. In addition, we have just signed a letter of intent with EWTN to become one of their affiliates. And, we were interviewed by Faith Magazine. A portion of that interview ran in the the January 2012 edition of the magazine.

Radio a Significant Element in the Wider Media Culture

A 2011 Arbitron study on media consumption called AM/FM radio "relevant and resilient", with 93% of Americans still using it daily as they add different types of media to their growing list of information sources.

- 96% of Americans own a radio.
- 80% of Americans say they will continue to listen to the same amount of AM/FM radio even as technology advances.
- 40% of online radio users listen to AM/FM streams on the internet.

- 89% of online radio users still tuned in to an AM/FM station during the week.
- On average, Americans who spend over six hours per day on the internet still listen to about 2 hours of AM/FM radio each day.
- 69% of Americans "love" listening to radio.
- 73% are listening to AM/FM radio the same or more than they did five years ago.
- Time spent listening to Religious programming is longer than average, ranking No. 9 overall among the 24 formats covered.

Catholic radio has proven to be one of the most effective means in the mission of evangelization. Because Catholic radio is personal, timely, local, and cost-effective, it has become “The Instrument of the New Evangelization”.

The Church herself recognizes the role that Catholic radio has in spreading the Faith. The voice of the

Holy Spirit in our time, the Second Vatican Council says that, "The most important...inventions are those media which, such as radio...can, of their very nature, reach and influence, not only individuals, but the very masses and the whole of human society."

Travel Michigan With Catholic Radio

Ann Arbor / Detroit (Ave Maria Radio) WDEO 990 A.M.	Bay City / Saginaw (Ave Maria Radio) WMAX 1440 A.M.
Charlevoix (Baraga Broadcasting) WTCK 90.9 F.M.	Gaylord (Baraga Broadcasting) 92.1 F.M.
Grand Rapids (Holy Family Radio) WVHF 1140 A.M.	St. Ignace (Baraga Broadcasting) WIDG 940 A.M./95.1 FM
Traverse City (Baraga Broadcasting) WTCY 88.3 F.M.	

Volunteers Needed

Like many other non profit organizations Jackson Lansing Catholic Radio needs a solid core of volunteers in order to successfully accomplish its role as a lay Catholic education apostolate working through the medium of radio broadcasting.

There are many opportunities for volunteers to be involved with Jackson Lansing Catholic Radio including:

- Office support
- Representing your parish
- Men's & Women's organizations to assist with gatherings

- Members of the Fundraising Committee
- Marketing/public relations
- Coordinating the efforts of volunteers

If you would like to become a highly prized volunteer with Jackson Lansing Catholic Radio, please contact Doug Shumard at:

Phone – (517) 206-6404

Email – djshum@frontier.com

We ourselves feel that what we are doing is just a drop in the ocean. But the ocean would be less because of that missing drop. (Mother Teresa)

Bishops and Priests See Impact of Catholic Radio on Parishes

Catholic radio is one of the most effective ways we have to get our message out to our people and beyond. – Most Reverend Richard J. Malone, Bishop of Portland in Maine

Mass attendance, confession, RCIA and giving are all up due to Catholic radio - Msgr. Lawrence Moran – Terre Haute, In

Catholic radio allows me to articulate the depths of the Sunday liturgy to people well beyond our parish boundaries. I reach out to people on the margins of society and church. I also help educate people about other people who live only on the fringes of society.

(continued on next page)

Bishops (Continued)

Through the profound stories of suffering, I connect Christ's passion, death and resurrection to the mission of Church beyond the sanctuary. – *Fr. Ron Raab – Portland, Or.*

Catholic radio is a Bishop's best friend - *Archbishop Joseph Naumann - Kansas City*

This is a fine apostolate and any Catholic interested in participating in this activity has my encouragement and blessing ... any support which can be provided is a cooperation in a most important ministry - *Bishop Earl Boyea – Diocese of Lansing*

Testimonials

A middle-aged man recently began attending morning Mass at a parish in the Grand Rapids area. He shared with another man and his wife that he has been listening to Holy Family Radio, 1140 AM for over a month now. He said he has learned more about his Catholic Faith in that period of time than he had learned his entire life as a cradle Catholic!
(Holy Family Radio – Grand Rapids)

Catholic radio makes me feel encouraged and connected. It gave me confidence knowing that there are committed Catholics out there and that there are firm foundations for everything that we believe.
(Catholic Radio Listener - National Survey)

Meet A Board Member

Doug Shumard

Born and raised in Jackson, Doug attended Queen of the Miraculous Medal School from first through the eighth grades and then Jackson's St. John High School. He and his wife, Barbara, have been married for 47 years and have three adult children, Kimberly, James and Stephen. After graduation from the University of Oklahoma, Doug was hired by Ford Motor Company and worked in both Illinois and Michigan. He retired after nearly 30 years at Ford. He and his family have lived in three states, Michigan, Oklahoma, and Illinois over the years. During that time, they lived in nine cities and have been members of ten different Catholic parishes. Doug has been a member of three parish councils,

I've been away from the church for 30 years when I discovered Fr. Ricardo on one of your stations and it is very inspirational. With the help of Catholic Radio, I came back to the church on Divine Mercy Sunday in 2009." *(Baraga Broadcasting - Gaylord)*

It's given me courage to live my faith more publicly, like making the sign of the cross before eating in a restaurant, knowing what to say to people when the topic of faith comes up, and sharing my faith in a non-threatening way with others as I encounter them in my work. *(Catholic Radio Listener - National Survey)*

including: St. Marks, Wheaton, Illinois; St. Kenneth, Plymouth Michigan; and St. Mary, Manchester, Michigan, where he also served as President. He is a member of the Knights of Columbus, St. Joseph Council 9131. Doug is very excited about Catholic Radio, and is looking forward to a life-long association with Jackson Lansing Catholic Radio. You may contact him at 517 206 6404 or djshum@frontier.com.

Board of Directors

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

Advisory Board

Fr. Timothy Krzyzaniak
Fr. Mathias Thelen
John Beutler
John Cooley
Stephen Kwaske
Kathy Schmaltz
Susanne Schweizer
Edward Walter

Jackson Lansing
Catholic Radio

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Jackson, MI 49201-8946

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517 748 5277

WEB SITE:
www.jlcr.net

E-MAIL:
Doug Shumard
<djshum@frontier.com>

*Those who have never
been told of him shall
see, and those who have
never heard of him shall
understand.
(St. Paul to the
Romans)*

About that Catholic Radio Association Logo

The Catholic Radio Association (CRA) is committed to spreading the Catholic Faith through the medium of Catholic radio. The mission of the CRA is to help draw people to Jesus Christ and his holy Church through expediting the establishment of, guiding the operation of, and offering critical services to Catholic radio stations. The Catholic Radio Association seeks to bring together Catholic radio apostolates, program providers, and the hierarchy of the Catholic Church, in order that this means of social communication, be used effectively and in obedience to the decrees of the Second Vatican Council and the Magisterium of the Church.

As a trade association, the CRA works to advance the cause of Catholic radio by providing member services, facilitating the sharing of knowledge and resources, and speaking with one voice for its members. The Association's membership includes virtually all Catholic radio apostolates in the country, program providers, and several (arch) dioceses. Over the past 10 years the Association has helped Catholic radio grow at an average rate of one new station per month.

M E M B E R

Catholic Radio
A S S O C I A T I O N

To Find Out More about Jackson Lansing Catholic Radio

Visit our website – www.jlcr.net

Listen to our broadcast – On our website

Or – Tune to our broadcast – WLCM am, 1390, Saturdays, noon to 2 (Best heard on your car radio unless you live in the Lansing area)

***MOST IMPORTANTLY – Please pass this
newsletter along to others!***



Please make checks payable to: Jackson Lansing Catholic Radio - 1077 Toro Dr. -Jackson, MI 49201-8946
www.jlcr.net

YES, I would like to support Jackson Lansing Catholic Radio with a pledge of:

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

I would like to make this pledge (check one selection) monthly one-time

Please contact me about making a donation to Jackson Lansing Catholic Radio to help in the New Evangelization in the Jackson and Lansing areas.

Please contact me about volunteering to help JLCR in bringing Catholic Radio to our area.

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Jackson Lansing Catholic Radio is a 501 (c) (3) non-profit institution.
All gifts to Jackson Lansing Catholic Radio are fully tax deductible.



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