



**93.3 FM
1510 AM**

www.gscr.org

Good Shepherd Catholic Radio

704 N. East Avenue
Jackson, MI 49202
517.513.3340

1500 E. Saginaw St.
Lansing, MI 48906
517.627.5420

To Serve Jackson and Lansing

a listener supported 501(c)(3) non-profit organization

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**Good Shepherd
Catholic Radio**

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Find us on

Catholic Radio
ASSOCIATION



An Affiliate of
EWTN | Global
Catholic
Radio

“As for you, My sheep, the sheep of My pasture, you are men, and I am your God.” Ezekiel 34:31

GSCR Fall 2017 On-Air Fundraiser

GSCR conducted our third On-Air Fundraiser during the week of 25-29 September. Live on-air segments were broadcast during the week with local on-air personalities, as well as other pre-recorded PSAs and radio spots produced by GSCR and EWTN. Over \$13,500 in donations were received during the week from office visitors and call-in donors.

The number and duration of on-air segments was increased from that of previous on-air fundraisers, and matching grants were offered by five of our Underwriters, which doubled the sum of the donations received during the week. As before, volunteers provided assistance at the microphones and at the telephones.

The GSCR Spring 2018 On-Air Fundraiser is scheduled for April 2018.



God's Desire" Catholic Women's Conference

GSCR had a booth at the “God’s Desire” Lansing Diocese Catholic Women’s Conference on Saturday, November 4th, at the Lansing Center in Lansing, MI. Harry Hill, GSCR General Manager, informed attendees of our radio station and programming selections, gathered contact information for the distribution of our Newsletter, and elicit support for our Lansing expansion efforts.

Good Shepherd Catholic Radio Mission Statement

Good Shepherd 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.

STRONG FAITH, STRONG FAMILIES

Upgraded GSCR Website

The upgraded GSCR website was launched the second week of September, just in time for the GSCR Fall 2017 On-Air Fundraiser. The website was developed by Real Big Marketing in Parma, MI to meet our need for a web-based social media environment, and provides new features, such as streaming audio service, web blog, program archives, and community calendar, that enhances the overall user experience of our radio listeners. Visit our new website at: gscr.org

GSCR Annual Mailing Appeal

The GSCR Annual Mailing Appeal was conducted during the first week of November. Volunteers stuffed and sent envelopes containing an appeal letter, donor card, and return envelope to everyone listed in our contact database that provided a mailing address. An appeal email with a link to our website was sent to everyone listed in our contact database that provided an email address.

Previously, the GSCR Annual Mailing Appeal has engendered the largest donor response rate of the year. Donations should continue to be received throughout the remainder of the year as a result of the mailing appeal. Please take the time to respond, if you haven't already. And Thank You!



18th Annual EWTN Catholic Radio Conference

The 18th Annual EWTN Catholic Radio Conference was attended by Harry Hill, GSCR General Manager, on Wednesday-Friday, November 8-10, in Birmingham, AL. The conference activities included a pilgrimage to the Shrine of the Most Blessed Sacrament, a trip to the EWTN Television Studios, and instructional seminars at the Hyatt Regency Hotel. Presentations were provided by a large number of EWTN on-air personalities, such as:

Dr. Ray Guarendi of "The Doctor is IN"

Fr. Larry Richards of "EWTN Open Line"

Dr. Greg and Lisa Popcak of "More 2 Life"

Patrick Coffin of "Catholic Answers"

The seminars presented and discussed best practices for management strategies, program development, and engineering information to provide guidance for EWTN affiliate radio stations to improve program quality and operational performance.

Jackson Today Interviews

Jackson Today is a series of local interviews currently being broadcast on Good Shepherd Catholic Radio. The interviews can be heard Saturdays at 8:00 AM and 5:00 PM and Sundays at 8:30 AM and 5:00PM. The interviews are also available on-demand on the GSCR website and app. The new interviews include:

Men In Black w/ Fr. Tim MacDonald and Fr. Joe Krupp

Louis Cook History w/ Tony Gerring

St. Paul Street Evangelization w/ Steve Dawson

Thank You!

As we look back at an exciting year, we are also preparing for new challenges in the future. In 2017, Good Shepherd Catholic Radio celebrated three years of broadcasting Catholic Radio to the Jackson and Lansing communities. We here at GSCR would like to extend a most sincere and grateful **Thank You** to all of our listeners, donors, and volunteers for making 2017 a great success. Please enjoy all of what your generous support has made possible here at Good Shepherd Catholic Radio. Listen to the Shepherd!

AD MAJOREM DEI GLORIAM

Travel Michigan With Catholic Radio

Alpena	Baraga Broadcasting	WGZR	88.9 FM
Ann Arbor/Detroit	Ave Maria Radio	WDEO	990 AM
Battle Creek	Holy Family Radio	WSPB	89.7 FM
Gaylord	Baraga Broadcasting	W221CA	92.1 FM
Grand Rapids	Holy Family Radio	WVHF	1140 AM
Grayling	Baraga Broadcasting	WMQU	1230 AM
Harbor Springs	Baraga Broadcasting	WTCK	90.9 FM
JACKSON	GOOD SHEPHERD CR	WJKN	1510 AM
JACKSON	GOOD SHEPHERD CR	W227BY	93.3 FM
Kalamazoo	Holy Family Radio	WVAV	91.5 FM
LANSING	GOOD SHEPHERD CR	TBD	TBD
Saginaw Valley	Ave Maria Radio	WMAX	1440 AM
St. Ignace	Baraga Broadcasting	WIDG	940 AM
Tawas	Baraga Broadcasting	WGJU	91.3 FM
Traverse City	Baraga Broadcasting	WTCY	88.3 FM

Please continue to provide your opinions (both positive and negative) regarding our programming. You may contact us at: (517) 513-3340 or info@gscr.org

Regarding email vs US Mail

If you are receiving our newsletter by way of BOTH US Mail and email, please notify us via email to

**MOST IMPORTANTLY -
FORWARD THIS NEWSLETTER**

We ask that you share this email 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 at:

gscr.org

HELP WANTED—VOLUNTEERS

As you are aware, Good Shepherd Catholic Radio is growing nationally and internationally. Most importantly, it is flourishing in Jackson and efforts are underway in Lansing.

If you would like to be a part of our Apostolate, please consider joining us as a volunteer in these areas of opportunity:

- Program Development
- Underwriting Representative
- Fundraising Coordinator
- Radio Engineer
- General Administrator

Only two or three hours, one or two days a week, whatever might fit your schedule.

Contact us at 517.513.3340 or info@gscr.org



BROADCAST HOURS

W227BY 93.3 FM

24 HOURS EVERY DAY

WJKN 1510 AM

DAYTIME OPERATION ONLY

JAN	8:00AM – 5:30PM
FEB	7:30AM – 6:15PM
MAR	7:45AM – 7:45PM
APR	7:00AM – 8:15PM
MAY	6:15AM – 8:45PM
JUN	6:00AM – 9:15PM
JUL	6:15AM – 9:15PM
AUG	6:45AM – 8:45PM
SEP	7:15AM – 7:45PM
OCT	7:45AM – 7:00PM
NOV	7:30AM – 5:15PM
DEC	8:00AM – 5:00PM



Good Shepherd
CATHOLIC RADIO

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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):

<input type="checkbox"/> My check is enclosed	<input type="checkbox"/> Please charge my credit card:	<input type="checkbox"/> monthly	<input type="checkbox"/> quarterly	<input type="checkbox"/> one-time
		<input type="checkbox"/> Visa	<input type="checkbox"/> MC	<input type="checkbox"/> Discover
				<input type="checkbox"/> American Express

Card # _____ Exp: _____ CVV Security Code: _____