

THE CATHOLIC JOURNALIST

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You too can put **READERS** in the spotlight *Columbia magazine has proven tool to connect with its audience*

By Patrick Scalisi

Offering readers an opportunity to be published through your magazine, newspaper or website can be a great way to engage your audience and create more of a two-way street between content providers and consumers.

Columbia, published monthly by the Knights of Columbus, has been using its inside back cover to engage with the magazine's audience for more than 10 years. The

"Building a Better World" photo spotlight offers readers the opportunity to submit outstanding photos of activities undertaken by their local K of C units, providing a nice boost for the units themselves and giving the

As journalists know from experience, each media outlet is different; what works for one may not succeed for another.

magazine access to some great local photography.

This feature began in February 2002 when Carl A. Anderson, the supreme knight and CEO of the 1.8-million member fraternal organization, asked then-editor Tim S. Hickey to highlight the charitable work of local councils in a more dramatic way. According to Hickey, who was recently ordained a priest for the Archdiocese of Hartford, Anderson "really stressed the need for action photos — guys physically doing something as opposed to giving a check — in order to demonstrate what Columbian charity is all about." The theme of "Building a Better World" reflects the emphasis that Pope John Paul II (and, later, Pope Benedict XVI and Pope Francis) placed on what he called "building a civilization of love."

Furthermore, the photo spotlight demonstrates the creativity of Knights at the grassroots level and reinforces the idea that there are many opportunities for members and their families to serve their communities.

Concept changed with the times

The photo feature has undergone a few changes over the years as the magazine's overall design has evolved. Its current iteration mirrors the frame and heading format found in *Columbia's* interior. The photos each month are personally selected by Anderson, the magazine's publisher, based on a pool of candidates assembled by the editors. And judging by the multitude of submissions received each month, readers are enthusiastic about submitting their shots for consideration.

Can a similar feature help your media outlet better engage with its audience? Consider the following steps:

- Meet with your staff to see if reader-generated content is right for your outlet. Do you currently get a lot of feedback about your newspaper, magazine, website or blog? Are people commenting or writing letters to the editor? How can you leverage this content to better engage your readers?



- Make sure solicitations for content are consistent and feature clear contact information. *Columbia's* "Building a Better World" spotlight, for instance, has a mailing and email address on every issue.

- Think beyond photos. If you have a blog that allows comments, perhaps your best approach is to highlight a "comment of the day" or "comment of the week." If your magazine or diocesan paper accepts letters to the editor, perhaps you can showcase a "featured letter" in each issue. Or if you're using social media, you can draw attention to notable tweets, Instagram photos or Facebook posts.

As journalists know from experience, each media outlet is different; what works for one may not succeed for another. Regardless, readers love having the opportunity to engage with their favorite magazines, newspapers and websites. The use of reader-submitted content is an often-overlooked resource and a potential goldmine for building audience interest and generating more engaged readers.

Patrick Scalisi is the senior editor of Columbia magazine.

President's message
Baseball, Amazon and Catholic newspapers

Strange bedfellows hold a common belief in the news

By Rob DeFrancesco
CPA President

What do the owner of a storied baseball franchise, the founder of an international e-commerce company and the spiritual leader of a million Catholics in southern California all have in common?

They all believe in the transformative power of the news media on the community.

John W. Henry, owner of the Boston Red Sox, recently purchased *The Boston Globe* for \$70 million from The New York Times Company. In an Oct. 27 op-ed for the 141-year-old newspaper, Henry goes into detail about his motivations behind his decision and why he prefers to think of it as having "joined the *Globe*, not purchased it."

Some highlights: "I invested in the *Globe* because I believe deeply in the future of this great community, and the *Globe* should play a vital role in determining that future."

Please turn to page 2



DeFrancesco

Diocese of Orange in good company believing in the value of newspapers

Continued from page 1

"I soon realized that one of the key things the paper needed in order to prosper was private, local ownership, passionate about its mission. And so decisions about *The Boston Globe* are now being made here in Boston. The obligation is now to readers and local residents, not to distant shareholders."

"Today, reliable information has never been more valuable. A newspaper needs to provide the breadth of perspective and diligent analysis that gets to the heart of what is going on in our world."

"The new-media landscape is chock full of opinions, from every Twitter account to Facebook page to political website. Yet there is often very little fresh thinking to find amid all this clutter. Providing meaningful points of view that matter to our lives, through our columnists and informed editorials, is a crucial part of the *Globe's* mission. While trust is a cornerstone of news reporting, integrity is at the heart of opinion writing. Our *Globe Standard* will be what distinguishes us."

I could go on. Read the piece for yourself here: <http://www.bostonglobe.com/opinion/2013/10/27/why-bought-globe/QmFHhvRGFajQh1oMcAJ64M/story.html>

Amazon founder, too

Over the summer, Amazon.com founder Jeff Bezos bought *The*

The Washington Post amazon

"... here we have three very different leaders coming to the same conclusion, with the courage to back up their beliefs with major investments in newspapers for the betterment of their respective communities."



Washington Post for a cool \$250 million. The purchase was a huge surprise to just about everyone — particularly from a guy who runs the world's largest Internet retailer, no less.

In his Aug. 5 letter to *Post* employees, Bezos did three things: 1) He pledged to uphold the values and journalistic integrity of the Washington, D.C. paper; 2) Bezos acknowledged the obstacles faced by many newspapers, challenges that require ingenuity and courage to overcome; and 3) he lauded the role that

journalism plays and its impact on the lives of a community.

"There is no map, and charting a path ahead will not be easy. We will need to invent, which means we will need to experiment," Bezos' letter reads. "Our touchstone will be readers, understanding what they care about — government, local leaders, restaurant openings, scout troops, businesses, charities, governors, sports — and working backwards from there."

Yes, Bezos stated to

Post employees that they should expect changes in how they do things, but his approach appears to be one of a getting back-to-basics mentality, of focusing on the things that matter most to their readers.

From monthly to weekly

Finally, Bishop Kevin Vann announced in early October that his diocesan newspaper, the *Orange County Catholic*, would increase its frequency from a monthly to a weekly — and that it will be distributed to every

Catholic household in the 1.2-million-member Diocese of Orange.

What is going on here?

"Our Catholic population has grown exponentially over the past several decades. This growth has required our diocese to look at all aspects of the care we provide the faithful, from Church buildings to how Catholics communicate, share information and celebrate together," Bishop Vann said. "The *Orange County Catholic* newspaper is a major part of this fabric that unites our community

together and reflects and builds culture and community."

This investment in the Catholic community comes from a new partnership between the Diocese of Orange and Churm Custom Publishing, a division of media company Freedom Communications Inc. Churm is responsible for the production, advertising sales and distribution, while the *Orange County Catholic* staff will handle editorial content.

So here we have three very different leaders coming to the same conclusion, with the courage to back up their beliefs with major investments in newspapers for the betterment of their respective communities.

Do these examples of leadership, of investment and of commitment to the community signify a trend? Or is it all just an anomaly? Time will tell.

But if we truly believe that our work as Catholic journalists is one of evangelism and of building up our community, then we must be creative and diligent in creating a path forward.

Rob DeFrancesco is the president of the Catholic Press Association, associate publisher of The Catholic Sun and the director of communications for the Diocese of Phoenix. Send him email: rdefrancesco@catholicsun.org. Follow him on Twitter: @robdefran.

CPA statement on the occasion of the 70th wedding anniversary of Jim and Ethel Doyle

The Catholic Press Association of the United States and Canada, acting in accord with the resolution adopted by and in its Annual Convention in June 2013 in Denver, Colorado, as attested by the signatures of its President and Executive Director, with affection and admiration notes that Ethel and James Doyle will celebrate the seventieth anniversary of their wedding in October.

No mention in Catholic communications circles of Ethel and Jim Doyle can forget Jim's long, highly effective, and extraordinarily service to the Association as Executive Director for so many years, nor Ethel's own caring involvement with Association activity and with its members. The Association's robustness for three decades, and through its service to member publications the well-being and worthy service to the Church by the Catholic print medium, in great measure are attributed to Jim Doyle, always

supported, encouraged, assisted and inspired by his wife.

It is to Jim and Ethel, devoted Catholics, Christian disciples, exemplary spouses, man and woman of principle, wise and loving parents, loyal friends to so many who love them, that the Association on this occasion primarily directs its attention.

Seven decades have passed since the Lord of life was with them in their day at Cana, and they have been with the Lord each day since. May the Lord be with them most especially on their anniversary. May the Lord be with every hour of their lives ahead. May the Lord be with their children and with their children. With their children, including those, we pray, who are now with the Lord in the heavenly kingdom, this Association rejoices!

Congratulations, Jim and Ethel, colleagues and beloved friends. God bless you!

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Grant money now available to boost both diocesan publications and communications

New Communication Consultation Initiative for strategic planning added to familiar CPA peer consultation service; Q & A explains program, benefits

By **Tim Walter**
CPA Executive Director

We are pleased to announce that the CPA has received a \$75,000 grant to assist diocesan organizations with a pro-active communication strategy. As a major benefit of CPA membership, our members are eligible to receive up to \$12,000 in program assistance. The grant money may be used for the well know CPA Peer Consultation and now for the new Communication Consultation Initiative.

Included for your review is a description of the new Communication Consultation service. If your communication department and diocesan organizations are looking to develop a communication plan, please feel free to contact me at any time about the process and the estimated benefits of each program.

Catholic Communication Consultation Initiative

The Catholic Communication Consultation Initiative (CCCI) is sponsored by the USCCB Department of Communications, the Catholic Press Association of the United States



Walter

and Canada (CPA), and the Catholic Academy of Communication Professionals (CA). The Initiative's goal is to help dioceses and other Church organizations become more effective in their communications work, while being good stewards of limited financial and human resources.

What is the initiative?

We have developed a tool kit to assist Catholic communications offices in creating strategic communications plans. Participating organizations can move from reacting to events and circumstances, to a proactive strategy with increased impact. The tool kit offers ways to minimize the time spent on planning, while making it more intentional and

routine, resulting in more effective use of time and resources.

What kind of planning does the initiative offer?

Research has shown us that diocesan communication professionals recognize the value of strategic planning, but many said they did not have the time, skills or resources to engage in what they believed to be a time-consuming process that ultimately did not impact their daily work.

We offer four planning models to meet different needs and resources. The models were developed in pilots funded by the Catholic Communications Campaign (CCC). Three of the models are now available: Self-directed, Streamlined and Traditional. We are also in the process of developing self-guided materials that you can use to create your own plan.

Will there be someone to help us?

Yes, at least one experienced consultant is assigned to each planning project. The consultants will be coordinated by the

administrative offices of the CPA.

What will be required of my office?

The time commitment will be determined by you. Key staff from your office will work with the planning consultant to create the plan. This requires a minimum of three to five conference calls and two to three in-person visits with the consultant, and time spent between meetings. More extensive consultations can require several full days onsite.

How long does the planning process take?

This depends upon the specific situation. Most plans are completed in four to eight months.

What are the costs?

Costs are determined by the level of support needed. The four levels below are from least expensive (self-directed) to most expensive (traditional).

1. Self-directed — use materials provided through the USCCB Department of Communications' closed social



network, <http://community.usccb.org>. This level will not be available until third quarter of 2014, after piloting has been completed and analyzed. *There is no fee for this service.*

2. Plan review — you develop the plan, using either the materials provided by USCCB or others, and a consultant reviews and provides feedback. *Estimated cost: \$475 to \$730, depending upon your organization's status with the sponsoring organizations.*

3. Streamlined — consultant provides equivalent of 35 hours in assisting you in developing a plan. This could include a very brief online survey. You provide resources in organizing and consulting with your colleagues, audiences and staff. This includes costs for a maximum of one on-site visit. *Estimated cost: \$2,900 to \$4,260, depending upon your organization's status with the sponsoring organizations.*

4. Traditional — consultant provides equivalent of 70 hours, including assessments, research and analysis, writing the draft and revisions for plan.

This includes costs for a maximum of four days on-site. *Estimated cost: \$9,900 to \$12,350, depending upon your organization's status with the sponsoring organizations and if a survey is used (survey costs \$5,000). The survey would be online and a summary report provided; subgroup analysis would be billed separately.*

A grant by the Catholic Communication Campaign will be available to qualifying organizations. The amount will depend upon whether the entity contributes to the CCC and if it is a member of the Catholic Academy or the CPA. However, the CCC grant requires the requesting organization (diocese or other Catholic media organization) to fund some costs.

Who should we contact if we want to learn more?

The initiative is being administered by the CPA staff, on behalf of the CCC, the USCCB Communications Department, the CPA and the Catholic Academy. Please contact Tim Walter at 312.380.6786 or twalter@catholicpress.org for more information.

WEST

Compiled by **Rob DeFrancesco**
The Catholic Sun
West region representative

British Columbia

Paul Schratz, communications director for the Archdiocese of Vancouver, reports that an appeal from the Canadian Catholic Organization for Development and Peace and the Canadian Conference of Catholic Bishops resulted in Catholics donating \$318,000 to go toward health services, sanitation and shelter for Syrian refugees in Lebanon and Jordan. It was the largest amount raised by any diocese in the national collection, which brought in more than \$1.8 million across Canada.

Colorado

The *Colorado Catholic Herald* in Colorado Springs, Colo., just completed a two-week Year of Faith Pilgrimage to Italy



Oct. 14-27, hosted by the paper and Bishop Michael Sheridan. More than 120 pilgrims from several states visited Assisi, Siena, Rome, Florence, Padua and Venice. *The Herald* worked with Select International to arrange the successful pilgrimage, which also earned the *Herald* a healthy commission. "If your publication needs alternative revenue streams, definitely con-

sider hosting a pilgrimage," said Bill Howard, editor in chief.

California

The Diocese of Orange recently entered into a new agreement with Churm Custom Publishing, which makes the company the publisher of the diocesan newspaper, the *Orange County Catholic*.

Orange County Catholic staff will handle the edito-

rial duties for the diocesan newspaper, and Churm Custom Publishing will oversee the design, printing, ad sales and distribution.

In addition to its circulation to local parishes within Orange County, the *Orange County Catholic* will also be available on a free opt-in basis for Orange County Register seven-day subscribers.

The 24-page *Orange County Catholic* newspaper will include in-depth features on leaders, trends, activities, family life, the faith experience and culture present within the 62 parishes and Catholic centers, 42 schools and ministries of the Diocese of Orange. It is also aimed at helping readers understand how larger news developments impact the more than 1.2 million Catholics living in Orange County. A four-page Spanish translation

of key contents will also be included in every issue.

"Our Catholic population has grown exponentially over the past several decades. This growth has required our diocese to look at all aspects of the care we provide the faithful, from Church buildings to how Catholics communicate, share information and celebrate together," Bishop Kevin W. Vann said in a news release announcing the initiative.

The *Orange County Catholic* is a 13 year-old newspaper that was published on a monthly basis by Los Angeles-based *The Tidings*, which also produces a weekly newspaper published by the Archdiocese of Los Angeles.

CatholicMom.com founder and editor Lisa Hendey, a recipient of the Catholic Relief Services Egan Fellowship Award, recently returned from a trip to Rwanda where

Egan Fellows studied current developments on the eve of the 20th anniversary of the Rwandan genocide, as well as an overview of CRS programs in Rwanda. Hendey shared this experience with CatholicMom.com readers via social media and on the blog and will continue to write on Rwandan issues throughout the next several months. Other recipients included Kerry Weber, associate editor at *America Magazine*, Michelle Bauman of Catholic News Agency/EWTN and Ron Lajoie of *Catholic New York*.

More here: <http://catholictourist.com/wrd/author/lhendey/>

CatholicMom.com continues to welcome new contributors, including a new student intern from the Communication Arts program of Franciscan University at Steubenville.

New online editions for Denver in BOTH Spanish AND English

By Rob DeFrancesco

After a little more than four months of development, the *Denver Catholic Register* and *El Pueblo Católico* now boast entirely new digital properties: www.DenverCatholicRegister.org and www.elPuebloCatolico.org. It's a proud moment in the *Register's* 113-year history, said Karna Swanson, director of communications for the Archdiocese of Denver.

"Our new online editions will be the perfect complement to our print products," Karna said. "We'll be able to our readers more news, faster, while expanding our reach as we better serve the Gospel on what Pope Benedict XVI dubbed 'the digital continent.'"

The Archdiocese of Denver's communications team opted for a WordPress multi-site installation, allowing for ease of content administration for the two sister sites. Fivable, a "multidisciplinary web agency," crafted a sleek, modern design as lean and responsive as the firm itself.

Just as exciting as its new look, though, are the powerful customizations in the administrative panel. For example, reporters can now submit drafts for either print or web via one interface, and their production manager can download a file ready for layout in Adobe InDesign.

See for yourselves at www.denvercatholicregister.org and www.elpueblocatolico.org.

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*The Catholic J
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CHANGING CHANGES

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The WHY and the WHAT behind the new look of The Catholic Spirit

By Joe Towalski

For the last several months the publications team of the Office of Communications of the Archdiocese of St. Paul and Minneapolis has been working to redesign the newspaper to better serve readers.

Why redesign? There are several reasons.

It's been seven years since the last restyling of The Catholic Spirit. Newspapers, like all other media, need to make adjustments periodically to better serve their

audiences and more effectively fulfill their missions in a rapidly changing media landscape.

We wanted to make the newspaper easier to read and navigate, so you'll notice a crisper, cleaner look to the section headings and story layout. We'll also be including more of what readers repeatedly have told us they want to see in the paper: inspirational stories of our Catholic faith being lived out here in our archdiocese and clear, accurate information about what our Church teaches and why.

Also, we wanted to add new content that appeals to youth and young adults. The redesign includes a page geared specifically to young readers and topics of interest to them.

And, we wanted to better integrate what we do in the newspaper with our online presence at TheCatholicSpirit.com, on our CatholicHotdish.com blog site and our social media sites. This also will assist us to be more successful in reaching younger audiences — and the rapidly growing number of older adults — who receive nearly all of their news and information online.

To that end, we also have redesigned the TheCatholicSpirit.com for easier navigation and so that the website and newspaper align more closely from a visual and content perspective.

What's new?

You will see new sections and new content throughout the newspaper:

■ **Page 1:** The first change you likely will notice is at the top of the page. The Catholic Spirit's name flag has been modernized and includes our website address. In addition to a lead news or feature story, the page also highlights six other stories in that edition — three in the top bar, and three more at the bottom of the page. This gives readers a quick look at the top articles appearing in each edition.

■ **Page Two:** Aptly found on page 2 of each issue, this section features photos, newsmaker quotes and brief local news items as well as what's new on our social media sites. Archbishop John Nienstedt's column, which previously appeared on page 2, can now be found on page 3.

■ **From the Archbishop:** By moving Archbishop Nienstedt's column to page 3, we are able to provide more space for messages from him and include related information, such as his schedule, changes in priest assignments, and other important archdiocesan news items.

■ **Local:** We continue to place an emphasis on local news — something our readers tell us they like, and would like to see even more of from us. Each edition will include several pages of news and feature stories highlighting the faith as it's lived in this local Church.

■ **What Works:** This section highlights "best practices" in parishes and schools — projects and programs currently showing successful results. The goal is to give parishes and schools an opportunity to share ideas for being more effective or efficient in the ministries they provide.

■ **Next Gen:** Short for "Next Generation," this section gives local youth and young adults an opportunity to write about how their Catholic faith inspires them and how they are helping to make the name of Jesus Christ known and loved in the world today. Although we always strive to ensure that all of the content of The Catholic Spirit will be of value to readers of all ages, this new section also features stories on topics of particular interest to young Catholics.

■ **Calendar:** Because the number of items submitted for the Calendar section continues to increase and exceed what we are able to print in each edition, the redesigned Calendar section focuses on events and opportunities of interest to the widest number of Catholics in the archdiocese. Individual parish-focused



Please turn to page 6

Catholic Spirit redesign

Continued from page 5

items are listed online in an expanded Calendar section of TheCatholicSpirit.com, where we have virtually unlimited space to highlight events. This change allows us to do a much better job of meeting the requests of our 188 parishes, 91 schools and nearly 100 different Catholic organizations and apostolates that regularly request promotion of events and meetings. We appreciate your support as we make a change that will ultimately serve our Catholic community much better! A Calendar section QR code in each print edition will take mobile phone users directly to the page.

■ **Seeking Answers:** Part of the new Focus on Faith section devoted to catechesis and faith formation, "Seeking Answers" features a Q&A column about the faith written by two priests, who will alternately appear. The writers are Father Michael Schmitz, director of youth and young adult ministry in the Diocese of Duluth, and Father Kenneth Doyle, a columnist for Catholic News Service.

■ **Commentary:** New to the This Catholic Life commentary section is the "Social Concerns" column focusing on the full spectrum of Catholic social teaching. Once a month, this column will feature a writer addressing a key topic of Catholic social teaching: from pro-life and poverty issues, for example, to family life and responsible stewardship of God's creation.

■ **Faith & Culture:** Much like The Catholic Spirit's old Arts & Culture section, this part of the newspaper will feature book and movie reviews and stories about art and music. But the Faith & Culture section also will include stories about how the Church is transforming and enriching the culture in areas such as science, business and family life, as well as how Catholics are putting the New Evangelization into practice to engage and change the culture for the better.

■ **The Last Word:** Located on the back page of every issue, this section features a column, news story or feature article on a timely and substantive faith-related topic.

Commitment to excellence

The Catholic Spirit's redesigned print edition and website continue the history of excellence to Catholic journalism and service to the archdiocese that began in 1911 with the Catholic Bulletin, the predecessor of The Catholic Spirit.

At times, during the last century, the look and content of the newspaper has been changed and updated to improve the ways in which it conveys the Gospel message. This new, cleaner look will help advance that message today.

Our Rediscover: center section, launched last January, will continue. And we will maintain our focus on helping Catholics of this archdiocese to understand the faith more deeply while inspiring them to share it with others.

New web look, too

In addition to redesigning the print edition, the Archdiocese of St. Paul and Minneapolis has also given TheCatholicSpirit.com a facelift. According to editor Joe Towalski, you'll notice a cleaner look that allows for easier navigation and better alignment with the print edition from a visual and content perspective.

The new site was designed for easier viewing on mobile devices such as smartphones and tablets, and it features a faster loading time than the previous site.

Take a tour of www.TheCatholicSpirit.com to learn more about what the site has to offer.

MIDWEST

Compiled by
Joe Towalski

The Catholic Spirit
Midwest region
representative

Illinois

The Observer in the Diocese of Rockford won nine awards in the Northern Illinois Newspaper Contest, including two first places. The entire staff as well as editor Penny Wiegert, news editor Amanda Hudson and features and multimedia editor Sharon Boehlefeld were honored.

The diocese's Communications Office also recently added a translator and assistant, Margarita Mendoza, to the staff. She also has helped with coverage of diocesan events and manages the Spanish Facebook page, Diocesis.de.Rockford.

The Catholic Post in Peoria produced a music video that was released on All Souls' Day and features 50 reader-submitted images of loved ones who died within the last year. Providing musical background as the images appear is an original song, "No More Goodbyes," composed and sung by Tom Dermody, editor of *The Catholic Post*.

The video, a Year of Faith project for the newspaper, was placed on YouTube and promoted via social media on Nov. 2. On Facebook the video link also invited followers of *The Catholic Post* to put the names of departed loved ones they are especially remembering this year in the comment sections to spur community prayer. By Nov. 6, the video was ap-

proaching 1,000 views on YouTube.

"It's been such a rewarding project," said Dermody. "The feedback from the families has been wonderful. They are happy their loved ones are being remembered."

Dermody said he came to feel a "spiritual kinship" with those pictured and their families as the video was produced.

In correspondences before and after the video's release, "the families have felt free to share their grief, their faith, and very personal stories about their loved ones," Dermody said.

The video will remain on thecatholicpost.com through November. Its YouTube address is <http://youtu.be/4uVLvTv3yd8>.

North Dakota

The first-ever THIRST 2013 Eucharistic Confer-

ence Oct. 25-27 was a big success for the Bismarck Diocese, said Matthew Kurtz, director of communications and editor of Dakota Catholic Action.

More than 7,000 people were in attendance for Cardinal Timothy Dolan's keynote address, which is now posted on the Bismarck Diocese YouTube channel. Other keynote presenters included Scott Hahn, Edward Sri, Margaret Schlientz and Msgr. James Shea, president of the University of Mary in Bismarck. A strong contingent of livetweeters engaged in conversation about #THIRST2013 throughout the event. All talks from the conference will be posted at bismarckdiocese.com.

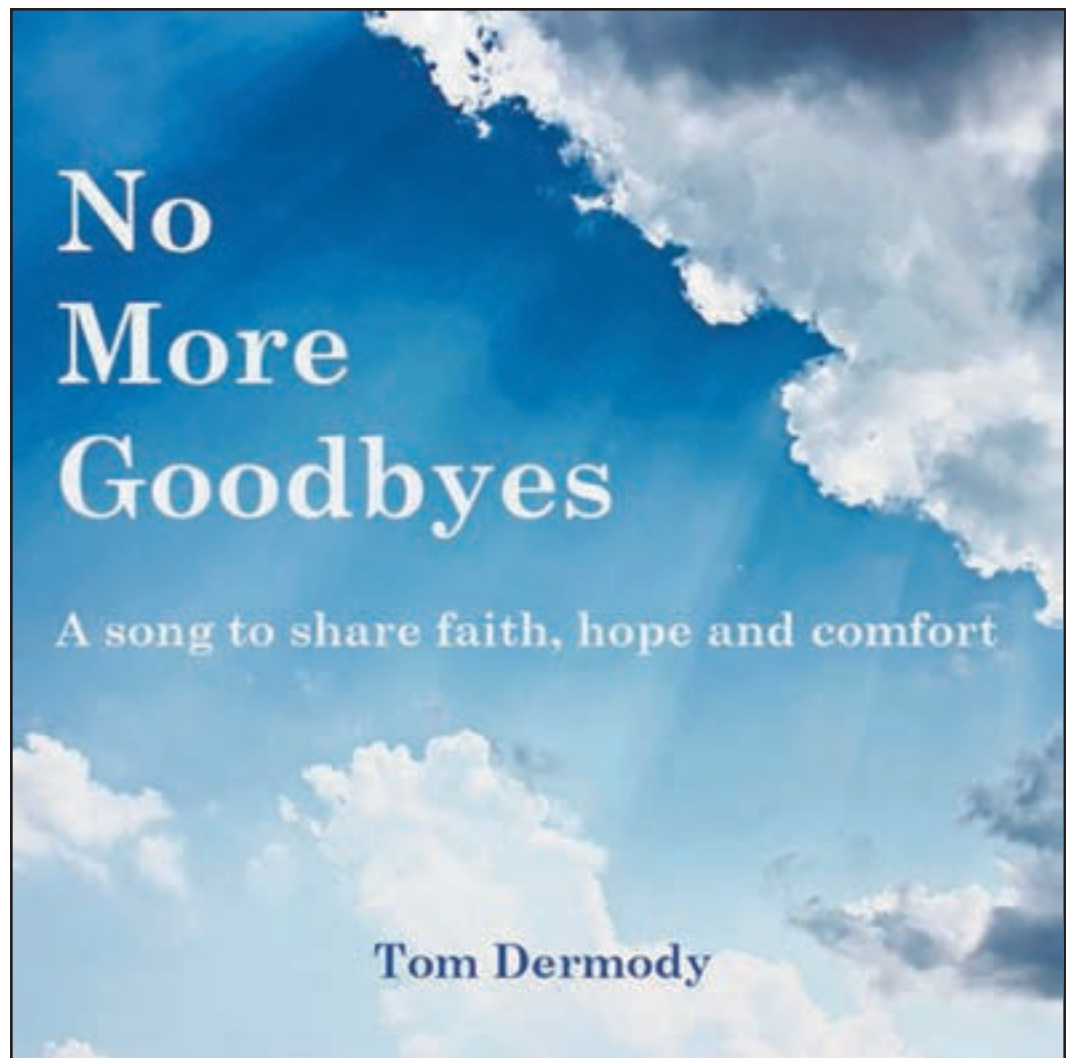
National

The Conrad N. Hilton Foundation has awarded a grant of \$2.3 million

over three years that will allow the National Catholic Reporter Publishing Co. to embark on a ground-breaking project to give greater voice to Catholic sisters around the globe.

With the grant, NCR plans to build a network of editors and reporters to write about women religious and also help them develop their own communication skills by working with them as columnists who report their own missions and challenges, said Sara Wiercinski, NCR's marketing manager.

NCR plans to create a website dedicated to the sisters' stories and voices and will also include some of its content on NCR's other media platforms. The new website will serve as a tool that sisters can use to build and enhance their own communication networks.



Essential elements of a marketing plan

Situation Summary: What is our current situation? What has changed or is about to?

Objectives: What specifically do we hope to accomplish? Prioritize and identify two or three primary goals.

Challenges: What are the biggest obstacles to success that our plan needs to address?

Key messages: What do we want to say to our audience, focusing on benefits to the audience, not the features of our story?

Target Audience: Exactly with whom are we hoping to

communicate or influence?

Action Plan: What strategies or tactics are we going to use, and who is responsible for each component?

Timeline: Develop a calendar that breaks each task into parts with deadlines, making sure the schedule includes time for comments from others involved, possible alterations and final approval.

Budget: Calculate all costs, getting a sufficient number of bids/estimates. Require vendors to sign contracts that spell our responsibilities, deadlines and fees.



From out of the past comes the Ragin' Cajun

By Deacon Henry Libersat

As a past member and board member of the Catholic Press Association, I am thrilled with *The Catholic Journalist*, its breadth of membership coverage and, especially the emphasis on evangelization in the September 2013 issue.

Patrick O'Brien from the Lansing Archdiocese's *FAITH* has done us a great service in coining the phrase, "content evangelists."

Throughout my 40 years as writer, ad salesman, editor and business manager in Louisiana and Florida, I considered the Catholic Press as the 29th chapter of the Acts of the Apostles. As did Luke, we are recording the contemporary glories and pains of our Church, the Body of Christ.

Pardon me, Pat, but as happy as I am with your front page article, I must take a bit of a charitable jab at all of us desk jockeys.

If we are not personally "active evangelists," we are not fulfilling the call of Christ to "make disciples of all nations." As I teach, preach, blog and write books, I try to help Catholics come out of their shells and to proclaim their faith in Jesus Christ and their fidelity to our Church.

I recall with no little chagrin Jesus' comment that if we are ashamed of him he will be ashamed of us (Cf. Mk 8:38). And in that light, as I've visited parishes around the nation, I've asked the pointed question: "Have you ever, in confessing your sins, confessed that you have failed to share your faith with others?"

There is no doubt that Pat is correct in his discernment of "content evangelists." I would further urge, however, two things.

First, become more

reverence and respect for the ceremony, something not often seen in secular weddings and sadly lacking in many religious ceremonies with secular photographers. I couldn't agree more. In this "me-centered" era of people constantly recording and sharing themselves and their actions, weddings and many other life moments have been reduced to cinematic opportunities to show-off, greatly diminishing the value of the actual experience of those moments.

When I was studying media art in college and it was time for the segment on wedding photography, we learned the fundamental difference between experiencing moments and documenting them. You can't do both. And while it's logical that brides (and grooms) want to capture every moment of their special day, it's fundamentally impossible for a photographer to capture the emotions and experience from the couple's point of view. And isn't that what they want to remember? How the day looked to them, not the photographer? And so because we (as an outside observer) can only capture what we see "from afar," we were taught to talk to the bride and groom ahead of time about how and which special moments should be photographed. For example, the final kiss on the altar is a charming moment and easy to photograph during applause. But the sincerity of the vows before God can't possibly be captured on film, so that is a time when the photographer should step away.

Years from now when memory begins to fade, we want our photographs to remind the happy couple of their emotions and experiences of that monumental day — not replace them. It is their stories and memories they should want to pass on to their children and grandchildren, not a wobbly video taken from the balcony.

Molly Gallegos is production manager of Catholic New York, New York City.

aware of our own personal need to grow in intimacy with the Lord Jesus and to become comfortable in sharing our faith with others.

Second, as "content evangelists," let's us our editorial space to help lay people become ever more committed to their God and their Catholic faith —and to their privilege and duty to bring the salvation, won by Jesus, to others. That means that the publication and its staff are active evangelists promoting active evangelization.

Deacon Henry Libersat is the retired editor of The Florida Catholic, past CPA board member and author of 16 books, the latest by Servant Books, "Catholic and Confident, Simple Steps to Share Your Faith." He ministers at St. Mary Magdalen Parish, Altamonte Springs, Diocese of Orlando. He preaches deacons' retreats and parish missions.

Photogs can help bridal couple stay in the moment

By Molly Gallegos

Thank you for printing the article by Sam Lucero in [the October 2013] issue of *The Catholic Journalist* on the role of photographers (and videographers) at religious weddings. It is an important issue that is not addressed enough by photographers, engaged couples and celebrants.

Mr. Lucero reminds us that in the Catholic Press we are to set an example of

Get in on the conversation

Have a comment about something you see in *The Catholic Journalist*?

Have an idea or a thought to share with Catholic Press Association members?

Here's the address:

zyskowskiR@archspm.org

SOUTH

Compiled by Malea Hargett
Arkansas Catholic
South Region representative

Oklahoma

Archbishop Paul Coakley announced "Go Make Disciples" as the new, five-year vision statement of the Archdiocese of Oklahoma City in a pastoral letter Oct. 7. The pastoral letter appeared as a special section of the *Sooner Catholic*. The pastoral letter is also available in booklet form or can be downloaded at www.archokc.org.

In conjunction with Archbishop Coakley's proclamation, the Office of Communications released a three-minute video. Housed at www.archokc.org, the video conveys "who we are," "what we believe" and "where we are headed" as an archdiocese.

The Office of Communications also recently launched a weekly *Sooner Catholic* e-newsletter. Powered by FlockNote.com, the e-newsletter already boasts more than 2,000 subscribers and continues to gain subscribers on a daily

basis. To subscribe to it or to other lists of the Archdiocese of Oklahoma City, please visit www.flocknote.com/archokc. This month, the archdiocese also passed the 1,000 fans and followers mark on both Facebook (www.facebook.com/archokc) and Twitter (www.twitter.com/archokc).

Sooner Catholic photographer and special projects editor Cara Koenig was named to the board of the Association of Catholic Diocesan Archivists.

North Carolina

The Catholic News Herald in Charlotte had two births in late October. Online reporter/SEO specialist Kimberly Bender gave birth to Isabella Mae Bender, 5 lbs., 5 oz., 20 inches long, on Oct. 25.

Communications assistant Erika Robinson gave birth to Carter Matthew Robinson, 6 lbs., 6 oz., 22 inches long, on Oct. 30.

Virginia

The Arlington Catholic Herald will publish a special issue Nov. 21 that will include a pastoral letter on evangelization by Bishop Paul S. Loverde. It will be mailed to 140,000 households in the Arlington Diocese, an increase of 80,000 above the paper's normal press run. The paper hired Mary Stachyra-Lopez as its new social media coordinator. Stachyra-Lopez has a bachelor's degree in English from Benedictine College in Atchison, Kan., and a master's degree in journalism from the City University of New York.

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Oldest Catholic mission magazine celebrates its 125-year history

By Mark Zimmermann

The gathering hymn for the Nov. 2 Mass celebrating the 125th anniversary of *The Josephite Harvest* magazine was, "We've Come This Far by Faith," sung by the gospel choir from St. Francis Xavier Church in Baltimore.

Baltimore Archbishop William E. Lori, the main celebrant at the Mass at the Basilica of the National Shrine of the Assumption of the Blessed Virgin Mary, the nation's first Catholic cathedral, welcomed the 200 people celebrating the milestone anniversary of the oldest Catholic mission magazine still being published today.

Noting the historic legacy of *The Josephite Harvest*, which was first published by in 1888 as *The Colored Harvest*, Father William L. Norvel, the Josephites' superior general and the homilist at the Mass, said, "It has documented the growth, struggles, and accomplishments of Blacks in the United States, particularly Black Catholics, and it has documented the courageous and visionary work of our priests and brothers over the years."

The first four members of the Josephites, the Society of the Sacred Heart of Jesus, had come to the United States in 1871, as missionaries devoted to ministering to and evangelizing the nation's African-Americans, a population that then included recently freed slaves.

"We were, in many ways, a symbol of God's response to the prayer of African-Americans for freedom, social justice and equality," said Father Norvel, the order's first African-American superior general and the only African-American to ever head a Catholic religious order of priests in the United States.

The order continues that work of evangelization in the African-American community today, serving in 38 parishes and 11 schools in the Gulf Coast, in California, Virginia, Washington, D.C., and in Baltimore, Md., where the order is headquartered.

A voice for black Catholics

Father Norvel said that over the years, *The Josephite Harvest*, which is now a quarterly publication, has continued to tell the story of the nation's Black Catholics. "When most dioceses in the United States would not accept young black men or young black women into the seminary or convents, and blacks had to sit in the back pews as well as in the back of the bus; and public as well as Catholic schools would not accept black children and Catholic fraternal organizations would not accept them either . . . and when blacks were denied the right to vote, the Josephite Harvest affirmed to African-Americans that they were children of God and no less Catholic or American than anyone else," the priest said.

During the 2013 anniversary year, *The Josephite Harvest* has featured "What the Harvest Said," a look back at how the magazine chronicled historic events, like the March on Washington in 1963, and Hurricane Katrina in 2005. After the assassination of Dr. Martin Luther King Jr. in 1968, an editorial in the magazine noted, "Now this great voice has been stilled, and it is for us, the living, to carry on this message, that his dream may be realized."

That mission of the Josephites and their magazine to evangelize, provide pastoral care and work for social justice for African Americans is even more vital today, Father Norvel said, noting that "black youth continue to be an endangered species . . . when almost 50 percent of black male youth drop out of high school and feed the prison pipeline."

The order's superior general expressed hope that, "With God's help and grace, we will continue to tell the stories of African-American Catholics in *The Josephite Harvest* for another 125 years."

After the Mass at a reception celebrating the maga-



Photo courtesy Josephite Harvest

At a Nov. 2 reception celebrating the 125th anniversary of *The Josephite Harvest* magazine, Josephite Father William Norvel (center), the order's superior general, prepares to cut a cake, joined at left by Baltimore Archbishop William Lori, and at right by Father Donald Fest, the order's director of communications.



zine's anniversary, Archbishop Lori and Father Norvel cut a cake, joined by Josephite Father Donald Fest, the order's director of communications and a member of the editorial team for *The Josephite Harvest*. In an interview, Father Fest said the magazine continues that work of evangelizing and bringing a harvest of souls to God.

The guests at the reception included many faithful readers of *The Josephite Harvest*, who said the magazine's stories of the Josephites, their parishes and parishioners, have made a difference in their lives.

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Josephite Father Michael Thompson, the order's vicar general, said he grew up in a Josephite parish, Sacred Heart in Port Arthur, Texas, and the magazine helped him learn about the work and ministry of the religious order he would later join.

Alan Wiggins, a member of St. Francis Xavier Parish in Baltimore, said *The Josephite Harvest* helps African-American Catholics understand their history, and their opportunities to deepen their involvement in the Catholic Church. "It really lets us know where we came from, and where we're going," he said.