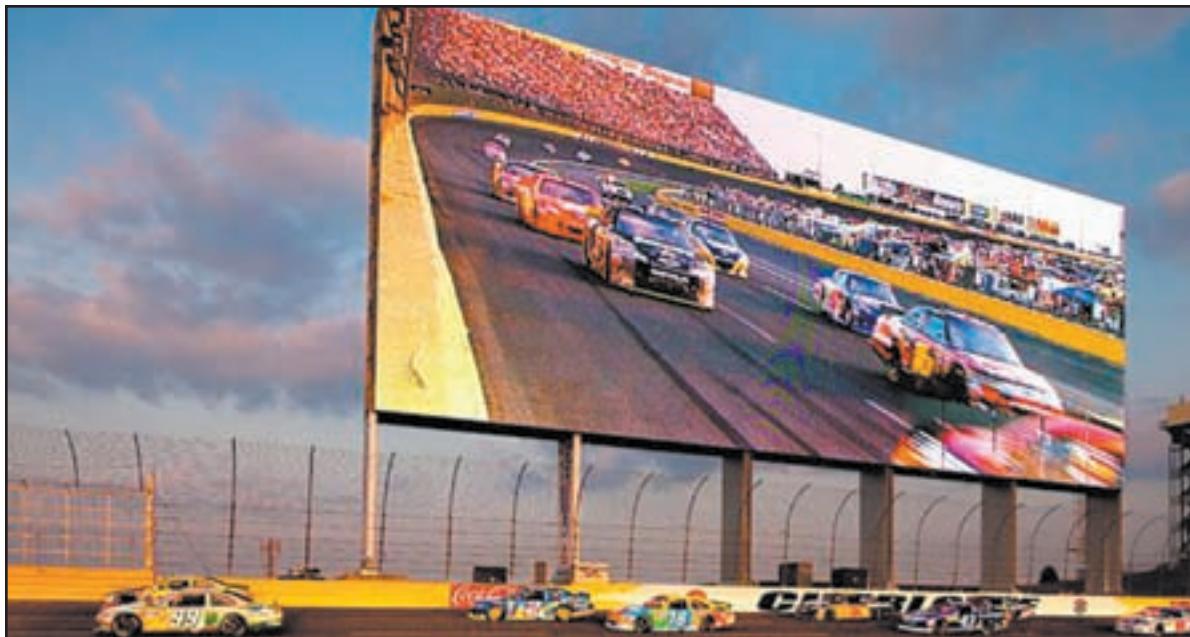


# THE CATHOLIC JOURNALIST

CATHOLIC PRESS ASSOCIATION OF THE UNITED STATES AND CANADA | VOLUME 66 | NUMBER 2 | MARCH 2014

## Rev up at CMCI4!



Charlotte Motor Speedway/File photo

### *Opening welcome reception at NASCAR Hall of Fame will get your motor running*

Need another reason to come to Charlotte for the 2014 Catholic Media Conference?

How about a free tour of the NASCAR Hall of Fame and drinks with a guy named "Humpy"? Howard "Humpy" A. Wheeler Jr., that is — the former president and general manager of Charlotte Motor Speedway and one of the foremost promoters of NASCAR auto racing.

Wheeler will speak at the NASCAR Hall of Fame during the host city welcome reception from 6 to 9 p.m. Tuesday, June 17, and he will sign free copies of his book "Growing Up NASCAR: Racing's Most Outrageous Promoter Tells All" for the first 100 attendees.

The welcome reception is free, but be sure to check the RSVP box on the CMCI4 registration form.

NASCAR is the multimillion-dollar entertainment industry it is today because of Wheeler's uncanny ability to understand his audience and communicate his message in a uniquely effective way.

"After becoming the president of Charlotte Motor Speedway, Wheeler earned the reputation for organizing publicity stunts," his Wikipedia profile states. "A few weeks after driver Cale Yarborough gave the less-than-complimentary nick-

name 'Jaws' to rival driver Darrell Waltrip, Wheeler bought a giant dead shark, placed a dead chicken in the shark's mouth, and had it driven around the track on a flatbed truck before a race at Charlotte (Yarborough's sponsor at the time was Holly Farms Poultry).

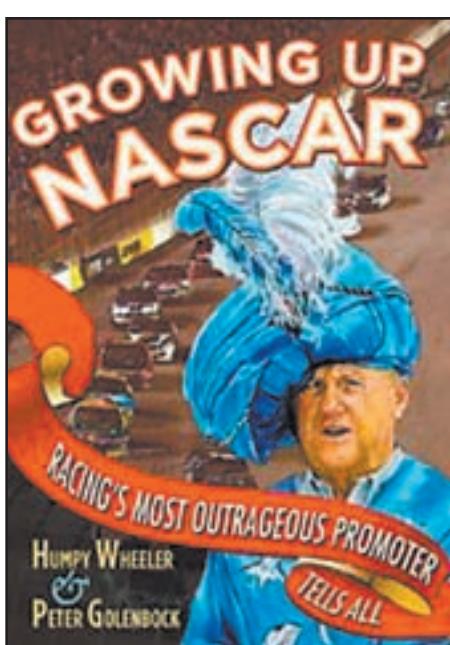
These days, the retired Wheeler is probably known as much for being the voice of "Tex," a 1975 Cadillac Coupe de Ville cartoon character in the 2006 Pixar hit movie "Cars."

Wheeler will speak about how to grab people's attention in this fast-paced media environment and how his Catholic faith fueled his success in shifting stock car racing from being a niche Southern entertainment to an international professional sports franchise. (NASCAR is now second only to the NFL among pro sports franchises in U.S. television ratings.)

The welcome reception with hors d'oeuvres and a cash bar is being sponsored by the Catholic News Herald and Belmont Abbey College. Belmont Abbey College's president, Dr. William Thierfelder, will introduce Wheeler, who is an enthusiastic supporter of the Benedictine liberal arts college and sits on its board of directors.

Following Wheeler's talk, take a free tour of the NASCAR Hall of Fame, and, if you're inspired by what you see, hear and feel, get behind the wheel in one of the Hall of Fame's high-powered driving simulators. These iRacing simulators feature "laser-scanned, millimeter-accurate version of all the tracks on the NASCAR Sprint Cup schedule" that "actually puts fans behind the wheel of a NASCAR Sprint Cup car for the most realistic

Please turn to page 5



## CPA is replacing CAN with a new advertising service

**Aim is for a more efficient, more equitable approach**

**By Tim Walter**  
*Executive Director*

With the end of tax year 2013, the Catholic Advertising Network as a corporation is officially closed. As executive director of our association, the former chair of CAN and a former advertising and circulation manager for diocesan publications, I was in full agreement with this decision.

However even though much of the non-profit advertising that once came to our publications has diminished to almost nothing, we have not stopped viewing advertising as an important component of the association.

Allow me to introduce two programs I feel are worth your consideration, the Catholic Press Advertising Service (CPAS) and the CPA Consultation Service.

The Catholic Press Advertising Service is replacing CAN and we are working to format a standardized association discount to improve the sales process. We believe this format, explained below, will make the system profitable for the association as well as affordable for member publications.

The CPA Consultation Service may be used for your advertising program. There is grant money available for a review and best practices report if you are interested. This is explained in more detail after the CPAS program.

As always, I appreciate your feedback on program development and members services.

## **CATHOLIC PRESS ADVERTISING SERVICE**

It is important for you to understand how we got here and why after 5½ years of being executive director I am asking you to participate at 28% below your open rate.

The association is re-launching its advertising effort as the Catholic Press Advertising Service and running the business as another in-house program like the awards or the annual conference. We have one commissioned sales person working from the West Coast and we are using MANSI as the fulfillment house on a commissioned basis, eliminating the risk of overhead without revenue.

One of the reasons that CAN struggled was that it simply did not charge enough for its service to be profitable. In talking with many association members, and several other association and independent advertising departments, I became convinced that if we restructured the relationship with our member publications we could develop the foundation for an advertising department that would not be a liability to members.

Please turn to page 2

# New CPA advertising service initiated

**ALSO: Need guidance in advertising? CPA Consultation Service is available to assist and advise in the ad area, too**

#### Continued from page 1

Our discussions on this topic go back nearly ten years to when Art McKenna introduced the idea of a national rate-per-thousand at a CAN business meeting. However, our members' rates cards are often so different from each other that we could not make that work. Some are Net and some are Gross, some have non-profit rates and others do not. Some are \$45 a column inch and others are \$12. Therefore, we let go of that approach.

We are now implementing a program that asks for the exact same discount from all member publications regardless of size or frequency. The system is easy to understand and is based on the expense percentage of hiring an in-house sales person.

#### This is the logic

I want you to consider your association, in the few odd times you will be included in an advertising buy, as though it was a sales employee working outside of your office. In order for us to sell without the association losing money, we need a rate to pay quite often an agency, our sales rep, plus fulfillment staff like MANSI. To make this work, we are asking for a discounted rate on the level of what it costs you to support a sales employee.

What I am proposing is based on the cost of hiring an in-house sales person. When you consider the expense of commission and payroll, benefits, employer paid taxes, design and production work for an ad, and maybe some employee supervision, a company spends a minimum of 25% and up to 40% of each dollar earned on advertising for those expenses.

#### Here's the ask

After testing several systems, we are asking members to agree to a 28% discount from your rate card rate.

**"The system is easy to understand and is based on the expense percentage of hiring an in-house sales person."**

That sounds crazy when isolated but not bad when you consider the cost of hiring and supervising your own employee as explained above. This approach levels the playing field, it removes the need to barter for the best rate, and it means we will never have to go above your rate card when representing your publication. Finally, it means that members who do not receive advertising will not be subsidizing the advertising of other members.

#### Put into practice

The percentage works with the rate card. The open one-time rate, the top rate, is where we start. For example, take the open rate for a 1/4-page ad and multiply that by 72% and that is what the publication earns for the placement.

A 28% reduction off the rate card, the sales commission, is less than what it cost to pay a staff employee to sell the same space. That should be viewed as a bonus to your publication even if that rate is not on your rate card.

If a client wants a frequency buy, the same process exists. Find the 6x rate for the 1/4 page ad from your rate card and multiply that by 72%, for the net to the publication earning.

With this process, the discount remains the same regardless of the size of the purchase and provides enough

revenue to cover the expense of three different and sometimes even four entities that work together to place that advertisement.

Please respond positively when our current sales representative, Bill Applegate, works with you to be included in the next quote.

#### Additional Staff

We are looking to hire a sales manager and a Southern or Eastern sales representative. Both of these positions will be commissioned based and will report to the CPA office. Please have anyone that you know contact me for more information.

## GRANT MONEY FOR CONSULTATION SERVICES

Late last fall, the CPA submitted a request and received a \$75,000 consultation grant from the USCCB/CCC. It is an extension of the Peer Consultation established years ago by executive director Owen McGovern. This expanded grant platform allows members and dioceses to develop a variety of programs from a publication review to a communication plan. One area available and seldom used is an advertising consultation. Money is available to have a team of experienced CPA advertising managers review your program from top to bottom.

The consultation may cover a variety of components like your:

- Client rate structure
- Commission structure
- Advertising calendar and promotional material
- Workflow
- Success rate.

The grant will always cover the majority of the expense making your small fee a very good return on investment.

Please let me know if you would like to discuss options for a consultation and of course if you have any questions about the Catholic Press Advertising Service.


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#### Obituary

### Joe Spence dies; father of CNS editor-in-chief

Joe A. Spence, of Nashville — the father of Tony Spence, the director and editor-in-chief of Catholic News Service — died Feb. 8, at Vanderbilt University Medical Center, following a short illness. He was 90.

Mr. Spence was retired from the Tennessee Farmers Cooperative where he worked as an accountant and manager. He also was an independent building contractor throughout his life.

Joe Spence, a Nashville native, grew up as the youngest of 11 children. He was a Depression-era boy who trained in the Army Medical Corps and then joined the Merchant Marines during World War II.

Tony Spence, who always referred to his father as "daddy," said he was a wonderful man, a character and "a real force of nature."

"He was fiercely proud of being Catholic," Tony Spence said, noting that his father made sure that his three sons all attended Catholic school, as he had. Joe Spence, he added, was a man who lived out his faith every day, often through personal acts of charity. "If anybody was in need, he made sure they

got help, one way or the other. We learned that from him," Tony Spence said.

Tony Spence said his father was proud and supportive of his work in the Catholic press, and the veteran editor said it was a special blessing to be at his daddy's side "every day and every single night" in the last week of his life, and to be with him when he died.

Joe Spence was the son of James N. and Mollie Burns Spence. He is sur-

vived by his wife of 65 years, Ruth Robertson Spence; a sister, Mary (Homer) Bullock, of Nashville; sons, Anthony J. Spence, of Washington, D.C., Don P. (Joan) Spence, of Nashville, and Jeffery B. Spence, of Baltimore, Md.; five grandchildren, six great grandchildren, and many nieces and nephews. The family requests that donations in honor of Joe Spence be made to St. Jude Children's Research Hospital in Memphis.

## THE CATHOLIC JOURNALIST

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# From POPES to SCHOOLGIRLS

*Nancy Wiechec has captured unforgettable images and left quite a legacy as both photographer and digital pioneer in the Catholic press*

**By Mark Zimmermann**

The woman who helped promote and popularize the use of digital photography and video reporting in Catholic media throughout the United States and Canada first fell in love with photography in a decidedly low-tech way.

When her eighth grade science teacher in Glendale, Ariz., had his students develop film in a darkroom for a chemistry lab exercise, Nancy Wiechec was hooked.

"It was in the darkroom that I first fell in love with photography and what it could do," she.



**Wiechec**

Wiechec, native Arizona, where many of their family members live.

## Going home

When Wiechec studied at Arizona State, she interned at the *Catholic Sun*, newspaper of the Diocese of Phoenix. Its editor was Chris Gunty, who now leads the *Catholic Review* in Baltimore.

After Wiechec's internship was over, Gunty asked if she would like to help the *Catholic Sun* cover Pope John Paul II's 1987 visit to Phoenix. Wiechec worked alongside and learned from veteran freelance photographers during the papal visit.

She joined the *Catholic Sun*, working from 1987-94 as a reporter and photographer, and later as an associate editor, before joining CNS.

## Getting the shot

On the day she interviewed for the job with the news service, she was asked to photograph a White House Rose Garden ceremony with President Bill Clinton.

She said that over the years, she has gotten just as nervous photographing the pope or other famous people, as she does when taking pictures of regular people in their everyday lives. In all cases, she strives to show their personality. "It's about getting the image right," she said.

One of her favorite photos is from a 2010 trip to Africa — a picture of two young girls from Ghana holding hands during Mass.

Another of her favorite photo assignments came in 2007, when she joined CNS international editor Barb Fraze for two weeks to report on the church in China. Her range of photos show people in cities like Beijing and Shanghai and in rural areas praying devoutly and receiving the sacraments. "What touched me was how faithful people were in a country where celebrating that faith was an illegal activity in this century, and still today has restrictions that the state imposes."

Pope John Paul II was one of her favorite photo subjects, and Wiechec said he had an engaging smile and a twinkle in his eyes, from when she first photographed him, to his final years. She had the privilege of photographing the future saint's World Youth Days in Denver, Parish, Rome and Toronto.

"World Youth Days were exciting and exhausting at the same time, seeing that many young people come together to share their faith with the leader of the church and each other. Some of those events almost brought me to tears," she said.

Wiechec said perhaps her most nerve-racking assignment came in 2005, when she had only a few seconds to photograph the new Pope Benedict XVI first appearing on the balcony overlooking St. Peter's Square. "You've got to get that shot," she said.

## The digital age

At CNS, one of her proudest accomplishments was helping to usher in the era of digital photography and technol-



Shots of newly elected Pope Benedict XVI and of sisters holding hands in Ghana are among Nancy Wiechec favorites.



Photos by  
Nancy Phelan Wiechec.

Students from the North American College cheer the ringing of bells signaling the election of a new pope in 2005.

ogy for the Catholic press. "I am a person who jumps at change or new technology, or things that can advance how we tell stories and how they're shared with people," Wiechec said.

Tony Spence, the director and editor-in-chief of Catholic News Service, said, "Nancy made a real lasting contribution and had the respect of all her peers in the Catholic press — not just photographers, but editors and reporters."

Wiechec said one reason she stayed in the Catholic press for more than 25 years was because she felt that religion is too often under-reported in the media, even though it plays such an important role in people's everyday lives. "The Catholic press fulfills that role" in telling that story, she said.

Praising her colleagues in the Catholic press, Wiechec called them "some of the most dedicated people in journalism. . . . I've been amazed at people's commitment, talent and enthusiasm for this work. That was always inspiring to me in my work."

As visual media manager and earlier as photo and graphics editor for CNS, Wiechec's job mainly involved assigning and editing photos and managing her staff. But she relished the times she returned to the field, with the chance for her photos to tell the story of how people live, and show what their faith means to them. That, she said, was the ultimate blessing for her as she worked in the Catholic press.

Now back home in Arizona, she will occasionally provide freelance photos for the Catholic News Service, and is thinking about what her future work in photojournalism might entail. Being home again "feels great," Wiechec said, adding, "I took a little walk this morning in the desert. Awesome."

That winter day, the weather was 83 degrees in Arizona, and she couldn't resist posting a slogan from a local radio station on her Facebook page: "In the West, we salt our margaritas, not our roads!"



Mother and daughter in a clinic in Ghana.

# A Catholic press that is for the poor

By Mark Zimmermann

Three days his election, Pope Francis held a special audience at the Vatican for 5,000 journalists. He explained how he had chosen his name. Just after he had received the necessary votes to become the new pope, a cardinal friend reminded him, "Don't forget the poor."

According to a Catholic News Service story, Pope Francis explained that he took those words to heart and chose the name Francis, after St. Francis of Assisi, "the man of poverty, the man of peace, the man who loves and protects creation..."

Then Pope Francis added, "How I would like a Church that is poor and that is for the poor."

The Holy Father underscored that same point in his recent apostolic exhortation, *Evangelii Gaudium*, "The Joy of the Gospel." As Catholic journalists prepare special coverage for the one year anniversary of Pope Francis's election, this might be a good time to take his words to heart, and become a press for the poor.

For Catholic journalists, becoming a press for the poor might involve a re-examination of conscience, a resetting of priorities, and a rededication of purpose.

Last week, I interviewed Larry Donnelly, 74, who retired after a 35-year-career of managing food service for students at the University of Maryland and now runs a food pantry for the poor at St. John Vianney Parish in Prince Frederick, Md. He and his team of volunteers know their clients by name, and greet them as friends, even joking with them. He pointed out the window to two volunteers loading a box of food into the trunk of a vehicle. Look, he said, that's for a family of eight. That's why they do this work, he explained.

When asked if Jesus's words in *Matthew 25:35* — "For I was hungry and you gave me food..." — resonated with him, the senior citizen said, "That's in all of our minds. We believe we're doing God's work."

I experienced that same spirit when covering a Thanksgiving dinner that Catholic Charities hosted for about 200 homeless men and women in downtown Washington. Volunteers not only served them a warm meal, but joined them at their tables for friendly conversation. I interviewed several of the homeless guests, and they all remarked how happy they felt. One man said, "It was a blessing from heaven... It felt warm, like family."

The things that Pope Francis has done since becoming pope — like embracing and kissing people with disabilities, washing the feet of young adult inmates on Holy Thursday, and inviting a group of homeless men to join him for Mass and breakfast



Volunteers serve Thanksgiving dinner to needy in D.C.

— this 77th birthday — are not just gestures. They reflect a spirituality of and for the poor that Catholics, especially Catholic journalists, should adopt as their own.

Like Pope Francis, we should look to the example of St. Francis of Assisi, so we always remember the poor as we carry out our work. Another patron saint we might adopt is St. Martin of Tours, the fourth century soldier, who according to legend cut his cloak in half to clothe a poor man whom he later recognized as Christ.

For a patron saint from modern times, we Catholic journalists could follow Blessed Teresa of Calcutta. At a press conference in Washington in the mid-1980s, I heard Mother Teresa tell journalists that some people wrongly think that serving the poor is the vocation of her Missionaries of Charity. Their vocation, she explained, is to recognize Jesus in the face of the poorest of the poor, in distressing disguise. With this understanding, they bring Christ's love to the poor and forgotten.

On another occasion, Mother Teresa said that the worst poverty wasn't economic — it was loneliness, a lack of love. Like Blessed Teresa, we can expand our definition of poverty, to include the poor who not only lack money, but who lack love. That is why Pope Francis challenges Catholics to "go out," leave our comfort zones, and be missionaries of Christ to those on the fringes of society, like the homeless, the elderly, people with disabilities, immigrants and refugees, and victims of the modern slavery of human trafficking.

In a talk last June at the Vatican, Pope Francis encouraged diocesan workers in Rome to become revolutionaries, by bringing Christ's love to the poor and neglected. A Catholic News Service story summarized his message as a call for "changing the world, one heart at a time." For those producing Catholic publications, maybe that change of heart needs to start at the editors' desks, as we devise our menu of stories to include more coverage of the poor. When our hearts are changed, we can in turn transform the hearts of our readers.

In our Catholic websites, magazines, newspapers and newsletters, that might mean we cover more stories involving the outreach of organizations like Catholic Charities, Catholic Relief Services, the Society for the Propagation of the Faith, the Catholic Home Missions, the St. Vincent de Paul Society, and local homeless shelters, food pantries and soup kitchens. Father Larry Snyder, the president of Catholic Charities, spoke at the Catholic Press Association's Eastern and Southern regional meeting in Alexandria, Va., this past fall, and encouraged Catholic journalists to show the faces of the poor in their stories, and show how their lives have been changed.

If we in the Catholic press take up this work and do our job right and truly become a "press for the poor," we can bring Christ to them, and they, in turn, can bring Christ to our readers, and to us. Pope Francis is not only providing great stories and photos for us to run — he is showing us the way.

*Mark Zimmermann, the editor of the Catholic Standard newspaper and website of the Archdiocese of Washington, serves as the Eastern region representative for the Catholic Press Association.*

## Registration open for CMC14

Registration is open for the 2014 Catholic Media Conference in Charlotte, N.C., with an early-bird registration discount until April 30. For details, go to [www.allthingscmc.com](http://www.allthingscmc.com) or call 312-380-6789. Also check out updates on Facebook and Twitter (#CMC14).



## CMC Master Camps

### Practical advice to sharpen your professional skills

All of the master camps at the Catholic Media Conference 2014 will emphasize hands-on, practical training, so you return to work with new tools and ideas to inspire you. The Wednesday, June 18 sessions are organized into half days to enable you to split your time in different tracks or focus your training at the beginner or advanced level.

#### EDITORIAL/DESIGN TRACK

For the first time, you have two options in this track. Choose Option 1, Option 2, or mix it up!

##### Option 1: Photography with Jim Stipe

Jim Stipe from Catholic Relief Services will help you shoot better photos in his two-part Photography Practicum. This Master Camp is for amateur photographers who already use a DSLR but want to improve their skills with individualized instruction. Stipe will help you improve composition, deal with difficult lighting, and get solid photos of people. If you are a reporter or editor who hasn't had much photography training, this is the master camp for you. It is very hands-on, so bring your camera.

##### Option 2: Photoshop, InDesign and PDFs with Kevin Slimp

While Jim Stipe is helping you take photos, Kevin Slimp is helping you edit them. The Adobe expert and consultant will present "Photo Editing & Color Correction" in the morning and "Tools & Tips for Experienced InDesign Users, Plus a Little PDF from the PDF Guru" in the afternoon. His expert advice will help you take your photo editing to the next level, and for you InDesign folks, come learn from the master how to squeeze the most out of your software.

For the most individualized attention, bring your laptops loaded with the Adobe software you typically use. Only a few computer stations will be available at this master camp, which will be held at the Diocese of Charlotte Pastoral Center. (Transportation will be provided to and from the hotel, and all participants will enjoy a free boxed lunch.)

#### ADVERTISING/BUSINESS/CIRCULATION TRACK

Morning Session: "Developing your 60-sec. elevator speech" with Kevin Spalding of Alignment Dynamics. Spalding's presentations focus on leadership, change, customer service and communications skills. He challenges clients and audiences to rethink the way they have always done things to improve their productivity and the quality of their lives.

Afternoon Session: "Using the power of stories for better communication" with Kevin Spalding

Learn about your interpersonal communication style and how to use the power of stories to enhance your effectiveness in professional and personal communications.

#### DIGITAL MEDIA TRACK

Spend the day in a wide-ranging and creative training session on mobile storytelling, using the resources you already have — plus a few more that are free or cheap.

Morning Session: Mobile Storytelling 1 — Your Mobile Journalism Toolkit

Cathy Dee of Our Sunday Visitor and Eric Sundrup of the Jesuit Post will cover how to report from the field and collaborate with others, using the tools you already have — cloud-based services on smartphones, iPads and tablets. During this session, members of CPA's Social Media Committee will also make recommendations for free or low-cost apps and equipment and teach you how to use them. Bring your own devices, participation is key! We'll be tweeting, blogging, Storify-ing, and Facebooking during the session.

##### Afternoon Session: Mobile Storytelling 2 — Using Video

Building on Mobile Storytelling 1, you will use some of the tools already discussed. Members of CPA's Social Media Committee will teach how to shoot video like a pro from your mobile devices. You will have a chance to record interviews, sessions or other parts of CMC14. The session will also cover editing and sharing on YouTube.

#### COMMUNICATIONS TRACK

"You Have Your Strategic Plan Finished. What's Next?" presented by Sally Oberski of the Diocese of Toledo.

Building upon Helen Osman and Dominic Perri's strategy sessions from CMC13, Oberski will guide you through executing your communications office or department's strategic plan. First comes mission, vision, strategy. Now you have to make sure that policy, structure, people and process all align so you can execute efficiently and effectively.

## Letter to the editor

### Thanks from the Doyle's

#### Dear CPA Members:

We thank you heartily for your Convention statement of tribute on our 70<sup>th</sup> wedding anniversary. We were surprised and delighted when our dear friend Msgr. Owen Campion read it to us and our family and friends at our mass in October, and pleased to see it published in the November *Catholic Journalist*.

Our time working with the CPA was one of the highlights of our long and happy life together. We are joyful that God guided us to that service and pleased to know our time and work there is so much appreciated. We still have very special places in our hearts and in our prayers for the Association and its great people — past, present and future.

We ask God's continued blessings in your essential work and we send you and your staffs and families our best wishes for a successful and happy years and careers in the Catholic press.

**Jim and Ethel Doyle**

# Workshops

## What will you learn at CMC14?

OK, so you may not have visited [www.allthingscmc.com](http://www.allthingscmc.com) yet. Don't worry. Browse here through the workshops scheduled for the 2014 Catholic Media Conference in Charlotte, then go online to learn more and register. Hurry! The early-bird discount ends April 30.

The aim of every workshop and master camp is to provide hands-on training and information you can take back to your workplaces and actually use. Why is it worth your time and money to attend? Look no further than the first-class presenters below:

### EDITORIAL TRACK

**Jesuit Father Matt Malone** will speak on his work as the youngest editor-in-chief of the award-winning weekly magazine America, including how to bring together Catholics from all walks of life, and how to cover controversial topics within the context of the church's mission.

North Carolinian **Michelle Buckman** will present a writing workshop. Buckman is the author of six novels including the award-winning "Rachel's Contrition" and Christy Award finalist "Maggie Come Lately."

The **2013 Egan Fellows**, selected by Catholic Relief Services for an in-depth reporting trip to Rwanda last fall, will share what lessons they learned.

**Chris Guntz** of the Catholic Review in Baltimore will present "Be Not Afraid: Flexible Publishing in a Changing Media Landscape." Learn how the Catholic Review uses its varied media to reach audiences.

Design consultant **Ed Henninger** will present two workshops on good newspaper design and editing, covering both basic and advanced levels.

### ADVERTISING/BUSINESS/CIRCULATION TRACK

**Tari Calouette**, senior advertising and circulation manager of Our Sunday Visitor, will present two workshops: "Best Practices for a Terrific Ad Department" and "Best Practices for Terrific Print and Online Ad Design." The first workshop will walk novice or struggling salespeople through best practices. In the second workshop, Calouette will explain how design makes or breaks an ad, no matter whether it's in print or online. She will cover the critical ingredients for successful ad design so you can plan and create ads that work for your customers.

**Jim Cosgrove**, advertising manager for the National Catholic Register, will present "Trends in Digital Advertising." How do you attract and keep consumers who are connected on multiple mobile devices as well as desktops?

**Amy Kawula**, advertising/marketing manager at The Compass in Green Bay, Wis., will present "Media Kit Design & Improvement." Whether you need a new kit or an update, this workshop will give you fresh ideas.

**Belinda Lewis Held** of UNITOURS Inc. will present

"Revenue from Pilgrimages." Held will explain the intricacies of successful pilgrimages as fundraisers and how to get started.

**Kevin Shanley** will present two programs: "Marketing for Religious Publications" and "Direct Mail Fundraising for Religious Publications." At the first workshop, get 50 direct marketing ideas to help acquire new readers, keep current readers, find new fundraising revenue and develop new digital and paywall products. In the second workshop, learn how to introduce direct mail fundraising to improve your profitability or to reduce your subsidy.

### DIGITAL MEDIA TRACK

**Bob Bugle** will present "Diocesan Publication Websites and the New Evangelization."

**Cathy Dee**, social media editor for Our Sunday Visitor, and members of the CPA's social media committee will present "Best Practices in Social Media," a topic requested by CPA members after the 2013 conference. Learn the ins-and-outs of social media, including tools, time management, division of labor, choosing the right social media, and crafting a social media policy.

Social Media Stewardship Panel: Members of **CPA's Social Media Committee** will host this wide-ranging talk on how best to use your time and talent with social media to engage with readers.

**Kimberly Bender and SueAnn Howell** from the Catholic News Herald will go through how, when and why to use the trendy microblogging tool Tumblr for reporting, particularly for live or chronological storytelling with lots of photos and video.

A panel from the innovative web portal **Patheos** will discuss "How to Blog About Faith Without Losing Your Soul," among other topics.

### COMMUNICATIONS TRACK

**Norbertine Father Al McBride** will speak on "Apologetics and the news media, explaining the pope and the church to a mass audience."

**Sally Oberski** of the Diocese of Toledo will present "Twitter: A Case Study" — how she worked with secular media on the recent story.

**Anne-Marie Welsh** of the Diocese of Erie will present "Thirty Things You Can Do Now To Save Time, Money, and Your Sanity Before Your New Bishop is Named."

**Annette Gonzales Taylor and Cynthia Bates** from the Diocese of Dallas will talk on "Getting Your Bishop on Twitter, and Keeping Him There."

### GENERAL TRACK

Olympic athlete **Rebecca Dussault** will present her new memoir, "Mass Start," and sign copies. Dussault is a passionate Catholic who helps others adopt a healthy lifestyle that balances athletics and spiritual fulfillment.

**Hosffman Ospino** will speak on "Reaching U.S. Latino Catholics."

**Father Richard Ho Lung**, founder of the Missionaries of the Poor, will speak on communicating the joy of the Gospel through writing and music.



NASCAR Hall of Fame in Charlotte

## Rev up at CMC 2014

**Continued from page 1**

possible virtual driving experience." Not just arcade games, these simulators demonstrate just how much skill it takes to send a stock car at full throttle around a NASCAR speedway.

But even if you can't tell a "bump and run" from a "slingshot pass," you'll find the Hall of Fame still has lots of "high-octane" exhibits and "full-throttle" fun to enjoy. Hope to see you there!

— Patricia L. Guilfoyle

### Learn more

■ Read more about Howard "Humpy" Wheeler at [www.thewheelerco.com/home.cfm](http://www.thewheelerco.com/home.cfm).

■ Check out the NASCAR Hall of Fame at [www.nascarhall.com](http://www.nascarhall.com).

■ Belmont Abbey College is co-sponsoring the welcome reception. Check them out at [www.belmontabbeycollege.edu](http://www.belmontabbeycollege.edu).

### Bonus!

After the host city welcome reception Tuesday night at the NASCAR Hall of Fame, enjoy an exclusive CMC14 discount for dinner at Buffalo Wild Wings Café. Buffalo Wild Wings Café is attached to the Hall of Fame, just steps away from the reception in the High Octane Theater. Just tell your wait staff that you're with the Catholic Press Association, and get 15 percent off your meal!

## Leslie's top tips for getting the most out of a convention

1. Be early to every session. I was taught that "on time is late for leaders!"

2. Celebrate with your staff. Whether your staff is big or small, convention is a wonderful time to come together to celebrate the past year's achievements and also inspire big dreams for the coming year.

3. Meet new people and capture their stories.

4. Take good notes. Whether by hand or electronically, use a highlighter. If you choose to journal manually, bring a couple of highlighter pens. As you take notes regarding action steps or anything else you want to quickly access, make sure to highlight the copy for easy reference later on.

5. Spend time with people who are more successful than you. Schedule a coffee, a meal or a brief 15-minute conversation with leaders. Remember that "success leaves clues."

6. Recap your notes and set your priorities while traveling home. I know your mind will be full yet this is the best, most effective time to review your notes, set your priorities and simplify your immediate action steps.

7. Take immediate action. Keep it fun, keep it simple and take massive action.

*This article was adapted one previously published by Leslie Zann of Leslie Zann Consulting ([www.lesliezann.com](http://www.lesliezann.com))*



## Have something on your mind?

The Journalist is the place to let others in our profession share your views or ideas. Send your Letter to the Editor to [zyskowskir@archspm.org](mailto:zyskowskir@archspm.org).

## To whom and where to send news about CPA members and member publications

### EAST REGION:

Mark Zimmermann  
[mark@cathstan.org](mailto:mark@cathstan.org)

### MIDWEST REGION:

Joe Towalski  
[towalskij@archspm.org](mailto:towalskij@archspm.org)

### WEST REGION:

Rob DeFrancesco  
[rdefranceso@catholicsun.org](mailto:rdefranceso@catholicsun.org)

### SOUTH REGION:

Malea Hargett  
[mhargett@dolr.org](mailto:mhargett@dolr.org)

**MIDWEST**

**Compiled by Joe Towalski**  
*The Catholic Spirit*  
**Midwest region representative**

**IOWA**

- As the Winter Olympics were winding down, Barb Arland-Fye, editor of *The Catholic Messenger* in Davenport, returned home with some "metal" — sadly, not a Gold Medal — after breaking her leg while running on icy sidewalks on Valentine's Day. She broke the tibia and fibula just above the ankle of her right leg. A surgeon subsequently installed metal hardware in her leg to aid the healing.

- Phil Hart has joined *The Catholic Messenger* as advertising representative. Phil has more than 15 years of experience in print advertising sales and worked at the Quad-City Times for eight years as a display advertising representative and front-line manager.

**OHIO**

- The Catholic Telegraph in Cincinnati is

sponsoring its 2013 intern, Megan Walsh, to go on a trip with its archdiocesan mission office to Nepal, where a Maryknoll priest from Cincinnati has been ministering for almost 15 years. Megan will be writing stories about his work.

**MINNESOTA**

- Jackie Daugherty, publications administrative coordinator for the Archdiocese of St. Paul and Minneapolis' Office of Communications, was recently named the Twin Cities Postal Customer Council's 2013 Industry Member of the Year. Jackie has been actively involved in the mailing industry for more than 20 years. Her knowledge of U.S. Postal Service regulations has saved the publications that the Communications Office serves tens of thousands of dollars over the years.

**MICHIGAN**

- FAITH Catholic, based in Lansing, is helping two dioceses with new ventures. The Diocese of Las



Cruces has chosen FAITH Catholic for its new bi-monthly magazine, *Aqua Viva*. The first issue launched in February and will be mailed for free to every Catholic home.

- The Diocese of Portland in Maine launched a new diocesan website designed and hosted by FAITH Catholic. The new website — portlanddiocese.net — was launched in time for the installation of Bishop Robert Deeley. It integrates social media, content from Harvest Magazine and utilizes CatholicEventFinder, a new online calendaring tool for parishes and dioceses.

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

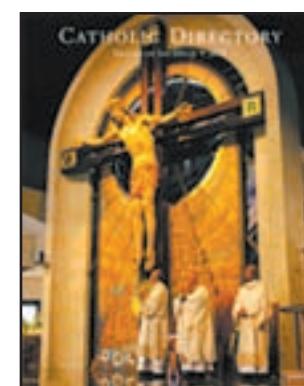
**California**

With the its centennial celebration in the rearview mirror, changes are afoot at *The Southern Cross*, newspaper of the Diocese of San Diego. Namely, more color pages, one or two Spanish-language pages and a greater pitch for advertising, according to its managing editor, Father Chuck Fuld.

The paper is also preparing the various diocesan offices to pay for their advertisements and announcements, starting with the new fiscal year, so as to share the cost of operating the newspaper. Circulation is up to about 33,000, Father Fuld said, and is anticipated to grow.

They will publish a marriage supplement in March and just published their 2014 diocesan directory.

"It has to be one of the best, most attractive directories ever," he said.

**Colorado**

*The Colorado Catholic Herald* is creating a special commemorative edition of "Today's Catholic" in Pueblo to celebrate the installation of its new bishop. The husband-and-wife team who produced the newspaper recently had moved out of state, so Editor-in-Chief Bill Howard and his team in Colorado Springs volunteered to produce it for a share of the advertising revenue.

"We're doing this on top of the regular two issues a month of the *Herald*, so huge props to the *Herald* staff of Assistant Editor Veronica Ambuul, Advertising Manager John Koenig and Editorial As-

sistant Marie VanRemortel," Howard said, "and also big thanks to Katie Chrisman and Fr. Michael Papesch at the Diocese of Pueblo."

**Texas/Colorado**

Msgr. Stephen Berg, 62, the diocesan administrator of the Diocese of Fort Worth, was named the fifth bishop of the Diocese of Pueblo. The diocese's previous bishop, Fernando Isern, retired last summer.

**Blog**

*CatholicMom.com* recently announced its new "World View Wednesday" feature. Inspired by founder Lisa Hendey's travel to Rwanda with Catholic Relief Services last fall, these weekly articles will endeavor to provide readership with:

- A clear, concise update on a news item or issue in a particular part of the world;

- A call to action offering ways that readers can share support or advocacy for issues; and

- A center for prayer for particular issues or crises unfolding around the world.

# Tell Her Story

Join Catholic Relief Services on a one-week reporting trip this fall to document the plight of **Syrian refugees**, like Shaymeh, 7, who's one of millions displaced by the conflict.

**Deadline for applications is April 16, 2014**

For more information and to apply online, visit [crs.org/newsroom/egan-fellowship/](http://crs.org/newsroom/egan-fellowship/)

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# Will you let me be your servant?

## A freelancer's offering

By Roxane B. Salonen

This week I attended the funeral of a man from our parish; a husband and father who'd been snatched up tragically in an automobile accident, leaving behind what seemed a life unfinished.

Though my association with this man was more of a soul-passing, I knew him enough to know he ordered his life with God first and everything else flowing from there. This led many at his vigil to share how he was "always available," and "took me in when I needed it."

"The Servant Song" led the service, and as we sang, I felt a surge of gratitude for people like him, and also to know a little of what it means to be blessed with a life of servitude.

As a freelance writer, I feel like I've been given this chance, too. It's never an easy decision to leave the comforts that come with an office job, but doing so has allowed me to serve my profession and those in it in a way that would be otherwise impossible.

There are as many reasons to choose this life as those who have chosen it, but lack of courage, faith or laziness can't possibly make the top ten. This isn't a life for wimps.

It can also be a seasonal ride, depending on life circumstances. In recent months, three of my CPA freelance friends have accepted full-time jobs with single companies, the pressure to bring in a stable income having overridden the benefits of independence.

One commented by email to our freelancers' group that her new job has given her an even greater appreciation for "the beauty of the freelance lifestyle," which she said had made her more aware of her "dependence on God, both to find work and use my talents."

The absence of a steady paycheck can certainly prompt the opening of oneself to God, along with an everyday urgency to dwell at his feet and say, "Here I am Lord. I've come to do your will."

It also begs focus and self-knowledge. I must know who I am in order to offer myself fully.

Personally, I seek stories that touch the human heart and meet people



Salonen

**"Personally, I seek stories that touch the human heart and meet people where they're at. I want to present not just hard facts but bring readers on a soul journey that leaves them transformed."**

where they're at. I want to present not just hard facts but bring readers on a soul journey that leaves them transformed.

My position as an independent also means more chances to nurture my own soul so that I can stand ready at the doorstep of a prospective editor and say, "Will you let me be your servant?"

It creates unparalleled readiness and willingness and a reciprocal relationship with tri-pronged beneficiaries — writer, editor and reader.

The first step is sometimes simply becoming visible. Thank you, CPA, for giving freelancers that chance.

Roxane B. Salonen writes occasionally for the dioceses of Fargo and Bismarck, N.D., and regularly for her city's daily newspaper, *The Forum*, on topics of faith. Her blogs are posted at *Peace Garden Mama* and *CatholicMom.com*. Reach her by email at *rbsalonen@cableone.net*.

Compiled by  
Malea Hargett  
*Arkansas Catholic*  
Southern region representative

## Alabama

Brian Patrick, longtime news anchor of Cincinnati's ABC affiliate and a 40-year veteran of television and radio, has joined "EWTN New Nightly With Colleen Carroll Campbell" as executive producer. Patrick will also serve as interim anchor for Campbell, who is currently on maternity leave.

Patrick is well-known to viewers of the EWTN Global Catholic Network where he serves as moderator of the weekly television series, "Crossing the Goal," which uses a sports show format to get men into spiritual shape; and as host of the daily drive-time radio program, "Son Rise Morning Show" on the EWTN Global Catholic Radio Network, which engages Catholics in a thoughtful discussion of their faith and Church traditions. In addition, Patrick has anchored a weekly business news program in Cincinnati.

## Welcome, new members!

*The following have joined the Catholic Press Association in the past month:*

**Tyler Orsburn,**  
Staff Member  
Catholic News Service  
(USCCB), Washington, DC

**Thomas Reese, S.J.,**  
Staff Member  
*National Catholic Reporter*,  
Washington, DC

**Michael Carlock,**  
Staff Member  
*The Florida Catholic*, Orlando

**Michael Jimenez,**  
Staff Member  
*The Florida Catholic*, Orlando

**Mary Rose Denaro,**  
Staff Member  
*The Florida Catholic*, Orlando

**Tammy Osborne,**  
Staff Member  
*The Florida Catholic*, Orlando

**Susan Chronowski,**  
Staff Member  
*The Florida Catholic*, Orlando

**Jessica Botelho**  
Staff Member  
*The Rhode Island Catholic*, Providence, RI

**Matthew Kilmurry,**  
Staff Member  
USCCB, Washington, DC

## SOUTH



with Hispanic communities and to businesses throughout the diocese. The newspaper is also available at [www.dioceseales.org](http://www.dioceseales.org).

## Mississippi

*Mississippi Catholic* will be launching a new website in conjunction with the new diocesan website March 21. The diocese contracted with Mad Genius, a local web development and branding company, to create the two sites. The Mississippi Catholic will continue to be a biweekly publication.

The diocese also was able to live stream the episcopal ordination of Bishop Joseph R. Kopacz Feb. 6 through the generous support of C Spire Wireless, Mad Genius and the Knights of Columbus.

"With the Catholic Extension grant, we were able to subscribe to the CNS Spanish service and print the paper, knowing we could at least come out even," she said. "Selling ads has allowed us not only to come out even but has put us on the path to becoming self-sufficient."

The paper is hand-delivered to Catholic churches

"Our Catholic school students and people from Scranton (Pa.) were able to watch it live," Mary Woodward, director of the Department of Evangelization and Communications, said.

The recording is available at [www.bishopkopaczordination.org](http://www.bishopkopaczordination.org). The Mississippi Catholic produced a 72-page, full-color issue for the occasion.

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- Origins documentary service and [originsonline.com](http://originsonline.com)
- Multimedia
- Advertising Supplement Kits

## CNS Multimedia

**Will Bring Your Website to Life**

### Social Syndication & Sharing

CNS multimedia helps you drive site traffic and expand your audience by harnessing the social network of your viewers. Fans share your videos on Facebook, Twitter, and other social media sites. Configure social sharing features for any player to suit your strategy. Get the code and send a video by email!

### Engage Your Audience

Keep your viewers' interest by suggesting related, most viewed, or newest videos.

A screenshot of a CNS multimedia player interface. At the top, there's a navigation bar with links to "First Take: Vatican", "7 Minutes", "Faithful Citizenship", "Vatican Report", "Faith Formation", "Vocations", "Faith Life", "Marriage/Mat.", and other options. Below the navigation is a large video player showing Pope Francis. To the right of the video player is a sidebar with three suggested video thumbnails: "Apostolic? Pope Francis explains", "Dangers to the vocation of...", and "Pope Francis venerates Our...". Each thumbnail has a brief description and a link.

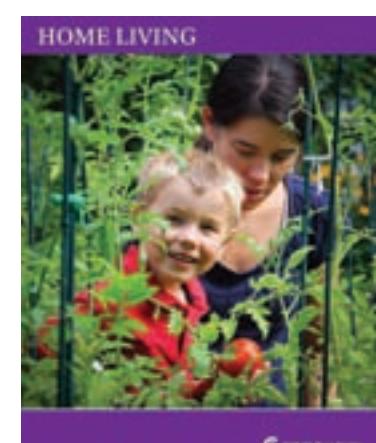
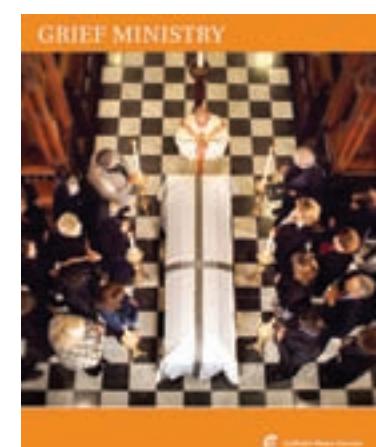
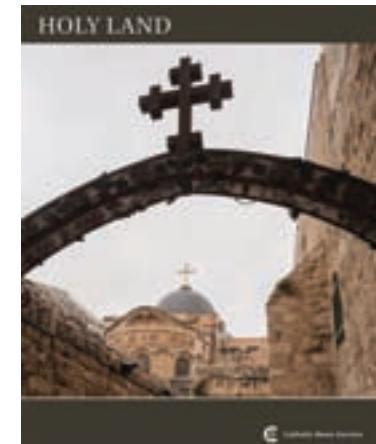
### Best User Experience

Brightcove creates multiple renditions for each video and dynamically switches between them mid-stream to ensure smooth playback at the highest quality possible.

### Playlists

Videos are organized by customizable playlists. You can even create a playlist with content provided by you!

## Promotional Advertising Kits



**Increase your web traffic by adding one or more CNS multimedia players with your choice of:**

- CNS national and international videos
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- U.S. Conference of Catholic Bishops' videos

You can even upload your own videos!

If you would like more information about Catholic News Service, go to [www.catholicnews.com](http://www.catholicnews.com).

Go to [catholicnews.com](http://catholicnews.com), search for "CNS Multimedia" for introductory videos plus full details and sample video players for your website.

For more information about Catholic News Service and pricing, please contact CNS at one of the following: [subscribe@catholicnews.com](mailto:subscribe@catholicnews.com) or 202-541-3250.