2019 WELCOME LETTER FROM THE EXECUTIVE DIRECTOR

Inaugurated in 2014 at the suggestion of a member, the Annual Report provides a snapshot of Catholic Press Association activities. It is for members, bishops and others involved in Catholic communication.

The Report offers a clear view of the financial and membership status of the Catholic Press Association and includes:

- A letter from President Joseph Towalski
- Membership statistics
- A list of elected officials
- Committee and treasurer reports
- An executive director report

Catholic Media Conference attendees receive a copy in their registration bag so they are informed and prepared to ask questions at the Annual Member Meeting on Friday, June 21.

This year’s meeting will focus on CPA structure, and plans to update bylaws and branding to reflect the changing demographics of membership. Newly elected directors and officers will be introduced, and you’ll receive reports from the Treasurer and President as well as information on the revamped Fair Publishing Practices Code.

Recent meetings have been well attended and vibrant, so please set aside time on Friday morning to attend and contribute to the meeting.

I hope to see you there and throughout the conference.

Sincerely,

Tim Walter
Executive Director
Catholic Press Association of the United States and Canada

THE CATHOLIC PRESS ASSOCIATION’S MISSION

The mission of the Catholic Press Association of the United States and Canada is to build and strengthen the value, effectiveness and identity of Catholic media by facilitating the professional development and spiritual growth of our members. We contribute to the Church’s mission of communicating the Good News and evangelizing the modern world by engaging and supporting the content creators and distributors of Catholic media.
Dear CPA members,

The past year has been one of excitement and opportunities as we look to the future of the association. Our membership continues to diversify. We are strong financially, and we are planning strategically to meet the evolving needs of today’s Catholic communicators.

For the last several months, the board and the CPA executive director have been discussing the need to restructure our bylaws so that all members of the association are able to enjoy the full privileges of membership. Currently, many of our new members — including diocesan, religious order and digital communications professionals — aren’t eligible to vote or participate in our annual press awards. This needs to change if we truly want to be an association that welcomes and values all of its members. It also will require creating a dues structure that is fair to everyone.

The board is working on this initiative with a consultant who is familiar with the CPA. He also is helping us discern a possible renaming of the association so that it better reflects who we are, while continuing to honor our foundational press history. Thank you to everyone who participated in the survey in May to gauge member preferences regarding a name change. Your input is an essential part of the planning process, and our hope is to bring a proposal for the new organizational structure and potentially a new name to next year’s membership meeting in Portland.

As we move forward with this effort, the CPA will continue to assess how it can better use its communications resources to engage members. We also will continue to provide educational and skill-honing opportunities to Catholic journalists and other communications professionals through our webinar offerings.

In the last year, CPA members and office staff have accomplished much: updating our association’s Fair Publishing Practices Code to address the impact of social media and privacy rights; revamping the press awards and Gabriel Awards programs; and bringing the Catholic Journalism Scholarship Fund under the framework of the CPA.

Member participation is essential to the success of the association, and I encourage you to participate in CPA activities by volunteering on one of our many committees, sharing the highlights of your work in The Catholic Journalist, and offering your feedback and ideas as we plan for the future.

Please take time to read this report to learn more about the CPA’s work, successes and challenges. I hope to see you at this year’s membership meeting on June 21.

St. Francis de Sales, pray for us.

Sincerely,

Joe Towalski
President, Catholic Press Association of the United States and Canada
Communications director, Diocese of St. Cloud; editor, The Central Minnesota Catholic
ABOUT THE CATHOLIC PRESS ASSOCIATION

BENEFITS OF MEMBERSHIP

Our members join for a variety of reasons. Some join for networking and career growth, others for the fellowship of our industry, and still others simply for our awards program. Whatever your reason for joining, CPA provides resources to help you thrive in your profession.

GIVING CATHOLICS A VOICE

The seed of the association was planted over 100 years ago. It finally blossomed in 1911 with the understanding that a united group could best serve the needs of the Catholic faith and the right to protect that faith with viable publications. The need for this unity is just as strong today as it was in 1911. CPA allows members to connect with each other to exchange ideas. In addition, CPA connects its members directly to bishops and the Vatican through conferences and webinars. CPA provides a number of services to keep Catholic communications professionals and their colleagues strong.

CPA DIRECTORY

Every year, CPA prints a current directory of organizational and individual members. New members receive a complimentary directory upon joining CPA. Directories are updated annually and mailed to each member. Members can also search for existing members and send messages through our website.

CATHOLIC MEDIA CONFERENCE

The annual Catholic Media Conference allows members to gather and discuss issues of concern to Catholic journalists and other Catholic communications professionals. Master camps and education tracks create tailored experiences for those seeking professional development.

ANNUAL AWARDS PROGRAM

CPA acknowledges excellence in the field with the annual Catholic Press Awards, CPA Book Awards, the Bishop John England Award, and the St. Francis de Sales Award. Member publications and publishers, large or small, may enter the Catholic Press Awards and the Catholic Book Awards. A ceremony is held each year at the Catholic Media Conference to recognize the winners.

WEBINARS

CPA partners with other Catholic organizations to bring relevant webinars to members. Webinars give the Catholic press community a chance to exchange ideas and learn from experts without having to leave the office.

CAREER CENTER

CPA has an online career center that is free for members. In addition to posting open positions, members can upload a resume for potential employers to view on their online profiles.
THE CATHOLIC JOURNALIST

CPA’s membership newspaper keeps our community informed on best practices, issues pertaining to religious freedom, and upcoming events. All members receive a free subscription to The Catholic Journalist and are welcome to submit articles for consideration.

ACCESS TO SPONSORED TRAVEL

CPA is connected to organizations that provide opportunities for members to travel and advance their careers. In the past, collaboration with the Israel Ministry of Tourism and The Jordan Tourism Board allowed CPA members to take free trips to the Holy Land. CPA can provide a number of opportunities that are not available elsewhere.

CONSULTATION SERVICES

CPA provides opportunities for member organizations to analyze and improve their procedures. Members may request a consultation to improve their business operations. They may also participate in the Catholic Communication Consultation Initiative, which moves organizations from reacting to events and circumstances to a proactive communication strategy with increased impact. CPA members may apply for grant money provided by the Catholic Communication Campaign to offset the cost of a consultation.

CATHOLIC PRESS ASSOCIATION PUBLICATIONS

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Dear Members:

This report highlights Catholic Press Association business over the last year, with a focus on finances and member services.

FINANCES

Financial health is always at the top of my list, for without it other services cannot be delivered.

As membership grew 10% in the last decade, the CPA became financially stable. As 2018 came to a close, and we approach the June CMC, we hold nearly a half-million dollars of cash reserves and are prepared to withstand a crisis or economic downturn. We accomplished this without raising dues since 2012. You’ll find more details in Treasurer Joseph Sinasac’s report.

With a newfound surplus of funds, the finance committee is working to develop an investment policy. The policy will set guidelines, in line with Catholic teaching, to mitigate a financial crisis, support member services, and invest for future growth.

STRUCTURE

In the midst of membership growth, we learned that our structure did not allow non-print members to fully participate in all activities. With Catholic communication diversifying, we also learned that the Fair Publishing Practices Code that defines our ethical practices needed updating.

Spearheaded by Mark Lombard, 50 dedicated members worked for months to vet and revamp the code to meet current standards of fair publishing and privacy rights. All new members agree to abide by this code for acceptance into the CPA. Lombard will offer an update on the code at the annual member meeting Friday morning.

Paul Henderson, a well-known consultant of the CPA, the USCCB, and many other Catholic groups, is reviewing the bylaws. He will meet with office staff, the board of directors, and a variety of members to determine the obstacles blocking full participation of
non-print members, and recommend needed changes, all while maintaining the value of legacy members. Once approved by the board, all bylaw changes must be approved by a vote of the members.

Henderson will also take responses from this spring's member survey on potential CPA name choices and incorporate those with words and names that surfaced during his research to help the association find a name that fits the organizational structure. The target date for completion is December 2019.

Between January and June of 2020 we will focus on a rebranding campaign with the goal of presenting members with the new structure, the new name, and identifiers at the Portland CMC in June 2020.

Providing a solid foundation for future growth in the midst of changing communication methods is the overriding goal of this work.

PROJECTS

Additionally, committee members and office staff accomplished many other projects this past year including:

- Reorganizing the entire Press Awards and Gabriel Awards
- Building a robust webinar program
- Managing a malware attack and an upgrade of the office's IT security protocol
- Completing office repairs, including painting and carpeting upgrades
- Hiring Eucarol Juarez to fill Kathleen Holloway’s position while she was on maternity leave
- Holding a November in-person board meeting and monthly conference calls
- Developing a CMC partnership with the Catholic Radio Association
- Developing a new mobile friendly CMC website
- Closing the Catholic Journalism Scholarship Fund and merging it into the CPA

As always, I value your feedback and appreciate hearing from you. Please let me know if there is anything I can do to assist you in your mission to serve the Church.

Tim Walter
Executive Director
Catholic Press Association
of the United States and Canada
Once again, it gives me great pleasure to offer this preliminary report on our organization’s financial performance for the year ending December 31, 2018.

This year, we’re presenting it a little differently. We’re showing you the figures for 2018 (unaudited) vs. the 2017 figures (audited). You’ll see there are significant differences between the two that demonstrate the development of the CPA over the last couple of years. While the final audited figures for 2018 could be slightly different than those you see here, the differences between the two years will still be apparent.

The total actual income for 2018 was $752,400 vs. $710,000 in 2017. The major reason for this was a highly successful Catholic Media Conference in 2018 that brought in $57,600 more in net revenue than the year before. Similarly, the awards program — which is expanding with the addition of the Gabriel Awards and university journalism awards — brought in an extra $24,700 in net income.

Other revenue items remained stable. Membership dues for 2018, including the Next Century Fund, was slightly ahead of the year before. Grants and consultations brought in $51,000 in 2018 vs. $39,900 in 2017.

Meanwhile, expenses in 2018 were $62,500 less than the year before. Partially this was a result of timing regarding the arrival of grants and payment of costs related to ongoing consultations. But a significant difference between the two years involved CPAS, our advertising service. It raised $67,400 with net profits of $2,900 in 2017 vs. $2,000 with net profit of $300 in 2018.

Payroll for office staff was slightly lower in 2018, but office overhead was $24,400 more to cover needed office refurbishment and a new server, though this cost will be capitalized after the audit is complete, resulting in a net increase in assets and decreased office overhead.

The end result for 2018 is a net change in assets (surplus) of $112,000.

You will find in the table on the next page more detailed results from the 2018 and 2017 financial performance.

These preliminary results demonstrate the ongoing careful stewardship of the CPA board of directors and the office team. In recent years, the CPA board and executive staff have worked hard to ensure the organization is in a
sound financial position to handle growth and weather unexpected economic challenges.

In 2019, the CPA finance committee will participate in the larger strategic review, particularly as it relates to dues and budgeting.

Also, our recent significant surpluses have allowed us to continue planning ahead to ensure the long-term financial viability of the CPA. We have begun to draft an investment policy to ensure accountability, transparency and ethical probity as we set aside funds to cover financial emergencies and find new revenue to cover the cost of new member services. Stayed tuned for developments.

Finally, I’d like to take this opportunity to thank Tim Walter and Barbara Mastrolia for their ongoing hard work to manage the organization’s finances and operations. I also acknowledge the support of CPA Board President Joe Towalski and Finance Committee members Chris Gunty and Mark Lombard, who were extremely helpful during our deliberations for the 2019 budget.

And thanks, too, to all our members for your ongoing support of the CPA and giving me the opportunity to serve as your Treasurer.

[Signature]

Joseph Sinasac
Treasurer
Catholic Press Association of the United States and Canada
We thank the following members for their service on the Board, with a special thank you to Rob DeFrancesco, who served for ten consecutive years.

Rob DeFrancesco • Joseph Towalski • Kerry Weber • Billy Atwell
CPA MEMBERS IN ACTION
COMMITTEES

SOCIAL MEDIA COMMITTEE
Cathy A. Dee, Chair

The Ad Hoc Social Media Committee has been charged with bringing order and organization to the proliferation of social media channels our members use to communicate, and to incorporate new methods and tools, as well as support members in expanding skills, especially during the Catholic Media Conference.

As use and understanding of social media has grown, the need for basic education, as the original committee provided at conferences, has diminished. Instead, social media has been incorporated organically into conference sessions. Today, the committee provides support to the membership in many ways: Examples include helping update the Fair Publishing Practices Code and helping judge entries for the Father Catoir Award.

MEMBERSHIP
John Feister, Chair

The Membership Committee is responsible for reviewing applications for membership in the Catholic Press Association, making introductory contacts with applicants and forwarding membership recommendations to the CPA board of directors for approval. It assists the association with membership growth and retention strategies. Membership is, of course, the heart of the association. The CPA empowers members to serve one another, and the CPA is supported principally by membership dues.

Chairwoman of this committee, CPA Vice President Mary Anne Castranio, tragically died midyear; her role on the committee was fulfilled by board-elected Vice President John Feister. The other members of the committee are Matt Gambino, Malea Hargett and Maria Wiering.

The CPA is experiencing some changes in membership as dioceses consolidate their media ministries, new-media members seek to join, and the CPA staff and board reach out to lapsed or new members. Discussion of new categories of membership is underway as part of a broader discussion of how best to serve the CPA’s growing base. From June 2018 to May 2019, the membership committee reviewed 36 applicants. The board accepted the committee’s recommendation to accept 34 member applications and to decline two.
Membership started at 892 members and concluded at 851. This net loss is perhaps an anomaly; it is the first since 2013.

CMC NATIONAL PLANNING
Amy Kawula, Chair

The National Planning Committee’s main duties are securing keynote speakers and organizing master camps and workshops for the annual Catholic Media Conference. In most cases, the committee is assisted by a local team. The committee advises the CPA office on future conferences and has input on the dates, location and hotel for the CMC. In addition, committees have helped seek new sponsors, exhibitors and volunteers, assisted with the conference schedule, been a resource for the local planning team and assisted with promotion of the conference. The national committee members include at least one representative from the current local committee, one representative from a previous local committee, four regional representatives from the CPA board, and other communicators interested in planning the annual three-day event.

AWARDS
J.D. Long-Garcia, Chair

The Catholic Press Awards Committee worked on book awards (Bob Lockwood, Linus Mundy and Tim Walter) and press and communication awards (Jorge Dominguez, Jaclyn Lippelmann, Chaz Muth, Nicole Ossevoort, Mary Uhler, Tim Walter, Anna Weaver and Elizabeth Westhoff). We received 270 book award entries, four more than the previous year, and we received 2,757 entries in the press awards, 150 fewer than the previous year. We saw significant increases in the number of Gabriel Award entries, up 54 for a total of 156, and in the student awards entries, up 27 for a total of 48. We also received 33 entries in the alumni magazine division.

We continue to modify the awards categories to better reflect platform diversity in our membership. Journalism is essential to our work, but we also recognize excellence in other Catholic media platforms.

The committee would like to especially recognize the vital work of Bob Lockwood, who passed away March 4. Bob served on the book committee for several years in a row and truly built up the program. His life of service to the church as a dedicated editor continues to inspire us to greater excellence.

NOMINATING
Matthew Schiller, Chair

Based on the constitution and bylaws of the Catholic Press Association of the United States and Canada, Inc. the president appoints a nominating committee and provides the committee with a list of the board positions open for election. The nominating committee is also given a list of all eligible members in any division that has an open seat on the board of directors. The nominating committee then nominates individuals for the open positions on the board of directors and subse-
The 2019 CPA Nominating Committee was composed of the following CPA members: Chair: Matt Schiller (immediate past-president), Pamela Aleman, Julie Asher, Mike Brown, Don Clemmer, Rob DeFrancesco, Lisa Hendey, and Ana Rodriguez-Soto. Joe Towalski and Tim Walter are ex-officio members of the nominating committee.

For the 2019 election, there were eight open seats on the board. The Nominating Committee recommended members to fill those seats. From that slate the membership elected the following board members to three-year terms:

- Maria Wiering
  *Midwestern Regional Representative*
- Ed Langlois
  *Western Regional Representative*
- Ana Rodriguez-Soto
  *Southern Regional Representative*
- Jennifer Brinker
  *Newspaper Editorial Staff Member*
- Alton Pelowski
  *Magazine Editorial Staff Member*
- J.D. Long-Garcia
  *Magazine Publisher Member*
- Matt Schiller
  *Newspaper Publisher Member*
- Paula Gwynn Grant
  *Diocesan Communication Director*

**EDUCATION**

**Jennifer Brinker, Chair**

The Education Committee is charged with providing continuing education opportunities within the Catholic Press Association. Our work is largely focused on producing quality webinars on a variety of topics of interest to our members. Because we know how busy work schedules can be, we also maintain an archive of past webinars for members to browse at their leisure, which is available on the Catholic Press Association website. Previous topics include podcasting, photography and copyright, effective writing for op-ed...
placement, digital advertising, establishing good workflow, handling the priest abuse crisis, crafting columns and managing communications during a bishop’s transition.

In the coming year, we look forward to creating new and exciting opportunities for members to network and learn from one another. We welcome your suggestions via email: Jennifer Brinker at jbrinker@archstl.org or Brian Finnerty at press@opusdei.org. For a list of upcoming webinars and access to the archives, visit http://www.catholicpress.org/page/webinars.

STRATEGIC PLANNING
Matthew Schiller, Chair

The board of directors continues to implement and be guided by our three strategic goals for the years 2018-2021:

1. The association is a leader in supporting, strengthening and promoting Catholic journalism and Catholic communications.

2. The association welcomes and serves content creators and distributors of Catholic media.

3. The association is a financially stable organization that continues to look for growth opportunities.

In line with Goal 2, the board has been reviewing the association’s structure, identity, bylaws, member categories and dues structure. A key element of this process has been surveying the membership as to their preference for a possible new name for the association and the perceived benefits and values of membership. This process will be ongoing over the coming year.

In line with Goal 3, we have maintained financial stability for several years and have been able to establish a reserve fund. We are in a position to formalize an investment policy that will provide future directors with a sound, socially conscious policy that furthers the goals and needs of the association. The investment policy is expected to be in place for the next budget year.

The strategic plan is a road map with regular benchmarks. The CPA board provides oversight and measures activities against the established goals of the plan. Through the work of the executive director and CPA staff, the association is able to better serve, support and encourage members.

For information about the other working committees of the CPA, please visit www.catholicpress.org, under CPA Board & Committees.
BISHOP JOHN ENGLAND AWARD

PAST WINNERS

2018 Bishop Gerald F. Kicanas
2017 Thomas C. Fox, National Catholic Reporter
2016 Greg Erlandson, Our Sunday Visitor
2015 Cardinal Francis George, Chicago, IL
2014 Cardinal Donald Wuerl, Washington, D.C.
2013 Most Rev. David D. Kagan, Bismarck, ND
2012 Most Rev. Matthew H. Clark, Rochester, NY
2011 Archbishop Daniel Buechlein, OSB, Indianapolis, IN
2010 Bishop Joseph A. Galante, Camden, NJ
2009 Archbishop Daniel Pilarczyk, Cincinnati, OH
2008 Richard Ritter, Extension magazine, Chicago, IL
2007 Father Jeremy Harrington, OFM, St. Anthony Messenger, Cincinnati, OH
2006 Archbishop Alfred C. Hughes, New Orleans, LA
2005 Bishop Raymond J. Boland, Kansas City, KS
2003 Gerald Costello, The Christophers, New York, NY
2002 Bishop Anthony G. Bosco, Greensburgh, PA
2001 Archbishop Harry Joseph Flynn, Minneapolis, MN
2000 Cardinal John O’Connor, New York, NY
1999 Cardinal Bernard Francis Law, Boston, MA
1998 Robert Astorino, MM founder of the Union of Catholic Asian News
1997 Bishop David B. Thompson, Charleston, SC
1996 Neil and Patricia Kluepfel, Twenty-Third Publications in Connecticut
1995 Bishop James A. Malone, Youngstown, OH
1994 Bishop Joseph T. O’Keefe, Syracuse, NY

ST. FRANCIS de SALES AWARD

PAST WINNERS

1999 Robert G. Hoyt
1998 Arthur L. McKenna
1997 Father Norman Perry, OFM
1996 Father Mark J. Brummel, CMF
1995 Thomas N. Lorsung
1994 Barbara Beckwith
1993 Father John Catoir
1992 Albina Aspell
1991 Henry Gosselin
1990 Penny Lemieux (posthumously)
1989 Father Owen F. Campion
1988 James A. Doyle (special)
1988 Deacon Henry Libersat
1987 Edward S. Skillin
1986 Charles J. McNeill (special)
1985 Moises Sandoval
1985 Father Norman J. Muckerman, CSSR
1984 Msgr. George G. Higgins
1984 Father John P. Foley (special)
1983 Ethel M. Gintoft
1982 Allen C. Bradley (posthumously)
1981 John F. Fink
1980 Father Thurston N. Davis, SJ
1979 Father Walter J. Burghardt, SJ
1978 Donald J. Thomann (posthumously)
1977 A. E. P. Wall
1976 Lillian R. Block
1975 Father John B. Sheerin, CSP
1974 Gerard E. Sherry
1973 Robert E. Burns
1972 Thomas A. Brennan (special)
1972 Father Jeremy Harrington, OFM
1971 Francis A. Fink
1970 Msgr. Robert G. Peters
1969 No award given
1968 Most. Rev. James P. Shannon
1966 Joseph A. Breig
1965 John Cogley
1964 Rev. Patrick O’Connor, S.S.C.
1963 Floyd Anderson, K.S.G.
1963 Rev. Albert J. Nevins, M.M.
1961 Rev. John Courtney Murray, S.J.
1960 Frank A. Hall
1959 Dale Francis

For more information about the awards and their winners, please visit the CPA website at www.catholicpress.org.
GET INVOLVED WITH THE CPA

Your membership association can use your talents to spread the new evangelization. Ask about joining a committee or growing your skills in a webinar:

Stay in touch by contacting us at:

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Chicago, IL 60606
Phone: 312-380-0789
Fax: 312-361-0256

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