CATHOLIC MEDIA ASSOCIATION

Annual Report

2020-2021

CATHOLIC MEDIA ASSOCIATION

An association of organizations and individual members committed to sharing the Church's mission to preach the Good News to all.
Our Mission

The mission of the Catholic Media Association 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.
From the President

The Catholic Media Association continues to grow through change. Thanks to our dedicated members, our executive director and the board of directors, we are on firm financial ground despite the challenges of a global pandemic. For the last 110 years, members of this association have been able to adapt — whether it be to changes in the media landscape or Covid-19. We adapt together.

While we continue to excel at journalism, we are also expanding into other fields of communication. Today, we find parish, diocesan and national media professionals among us. We continue to print newspapers and magazines, but our members also excel at social media, podcasting, video, web design, radio, television and communications.

The change in our membership led the board of directors to conduct an in-depth study of the association’s needs. The bylaws committee proposed a number of changes, including changing our name to the Catholic Media Association. Around 90 percent of the votes approved these changes last September.

Our new name better reflects who we are. All of our members — from the most experienced to the youngest — learn from each other. The last couple of years exemplify that.

Despite a pandemic, we’ve had two successful Catholic Media Conferences, conducted virtually for the first time. These online conferences happened thanks to the leadership of Amy Kawula, the National Planning Committee and our generous sponsors. The association also ramped up its online educational offerings, including the Digital Transformation Seminar Series with Kilian Schalk.

This year, we also expect a new executive director. Tim Walter, who has served as our executive director since 2008, will be retiring. While this is a big change, the board of directors has been expecting it. Tim graciously stayed on to get us through recent challenges, and he’s committed to helping us through a smooth transition. As the board searches for the next executive director, let’s keep the lines of communication open. The board wants to hear from you. And please keep this transition in prayer.

Our association is stronger today than it has ever been. Our diverse membership makes it so. Let’s continue to pray for each other and build each other up, both spiritually and professionally. Our Catholic media community helps those we serve grow closer to God as they grow in love for each other.

Your brother in Christ,

J.D. Long-García
President, Catholic Media Association
Senior Editor, America
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, the CMA provides resources to help you thrive in your profession.

GIVING CATHOLICS A VOICE
The seed of the association was planted over 120 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. The CMA allows members to connect with each other to exchange ideas. In addition, the CMA connects its members directly to bishops and the Vatican through conferences and webinars, and it provides a number of services to keep Catholic communications professionals and their colleagues strong.

CMA DIRECTORY
A key benefit of CMA membership is the ability to connect with others facing similar opportunities and challenges as you. The CMA provides access to other CMA members via an online search on the association website. Plus, the Catholic Media Association issues an annual directory of current members, including publications, publishers, communication professionals, freelancers, service providers, and other media professionals.

COMMUNICATION DIRECTORS NETWORKING CHANNEL
As a privilege of membership, the CMA keeps communication professionals connected through its networking channel. Members reach out to each other on a regular basis to exchange ideas and solve problems. To participate, please contact Carol Arnold in the association office at carnold@catholicpress.org.

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
The CMA acknowledges excellence in the field with the annual Catholic Press Awards, CMA 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 CMA Book Awards. A ceremony is held each year at the Catholic Media Conference to recognize the winners.

WEBINARS
The CMA partners with other Catholic organizations to bring relevant webinars to members. Webinars give the Catholic communications community a chance to exchange ideas and learn from experts without having to leave the office.
CAREER CENTER
The CMA has an online career center that is free for members to post open positions. The CMA uses its social media channels to broaden awareness of the opportunities.

THE CATHOLIC JOURNALIST
The CMA’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.

CONSULTATION AND TRAINING
The CMA provides opportunities for members to receive grant supported assistance and training in a variety of areas related to their work. Many members have requested assistance in analyzing their workflow, business practices and operational procedures. Others have received assistance to develop integrated communication plans, crisis planning and specialized skill-set training.

CONTENT FIRST DIGITAL TRANSFORMATION SERIES
The pandemic forced many of our members to change work habits and establish processes for working remotely. The CMA helped with this transition by creating a training series which enabled 26 organizations and 160 individual participants to leverage current technology, streamline their work processes, build team efficiencies, and open the door for new products.

Catholic Media Association

<table>
<thead>
<tr>
<th></th>
<th># OF ORGANIZATIONS</th>
<th># OF INDIVIDUALS</th>
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<tbody>
<tr>
<td>MEDIA</td>
<td>DIOCESAN</td>
<td>NON-DIOCESAN</td>
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<tr>
<td>Newspapers</td>
<td>100</td>
<td>5</td>
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<td>Magazines</td>
<td>39</td>
<td>39</td>
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<tr>
<td>Newsletters</td>
<td>0</td>
<td>7</td>
</tr>
<tr>
<td>Digital Only</td>
<td>5</td>
<td>11</td>
</tr>
<tr>
<td>General Publishers</td>
<td>0</td>
<td>19</td>
</tr>
<tr>
<td>COMMUNICATIONS</td>
<td>63</td>
<td>19</td>
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<tr>
<td>FREELANCE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SERVICE</td>
<td></td>
<td></td>
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<tr>
<td>INDIVIDUAL</td>
<td></td>
<td></td>
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<tr>
<td>GRAND TOTAL</td>
<td>207</td>
<td>100</td>
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</table>
At this time last year, we all were wondering how the pandemic would affect us. Now we know.

Most of us lost a loved-one, a friend, a colleague or a neighbor since March 2020. Some prominent members closed or dropped memberships due to financial stresses on their parent company, and some friends lost their livelihoods. It has been a stressful year.

In the midst of those stressors and major work-from-home transitions, members stayed productive. They ratified a new set of bylaws, created a new class of membership for communication specialists, and changed the name to the Catholic Media Association.

The annual Catholic Media Conference was quickly transitioned into a virtual CMC, free to all attendees in 2020, and with 400+ paid attendees in 2021. With Vatican representatives and outstanding keynote speakers, both conferences were extremely successful.

Educational offerings continued and expanded with the support of Catholic Communication Campaign grant funding. Content-First Digital Transformation training, a skill-set I believe is required to be relevant in the fast pace of digital communication, served 120 members and their publications. New this year, we partnered with the PR Training Academy to launch grant supported training for those outside of traditional journalism roles.

As a business, the CMA was positioned to handle a loss of revenue in 2020 and 2021. However, we weathered the storm, closed 2020 with a small positive gain, saw our investments grow and with the assistance of PPP loans have mitigated a major loss for 2021. The CMA will start 2022 with a year of expenses in reserve. Future success requires excellent stewardship of resources, new membership outreach, the consistent delivery of beneficial member services, and the ability of our members to be active participants.

We are still managing our way through a world-side pandemic and the political divides of our country and our church, yet our individual members remain strong and dedicated to their mission. There is a sense of unity each time we gather for a meeting or a webinar for we all face the same struggles and have the same passion for those we serve. And yes, we all look forward to seeing each other in person once again.

As we transition into the second-half of 2021 and start moving back to some pre-pandemic traditions, I wish all of you the best, and hope to see you in Portland next June. I sincerely thank you for the opportunity to serve our association and its members for the past 13 years, it’s been the pleasure of my life.
We have all suffered through more than an entire year of covid-19 related challenges, some of us more than others. With the rise in vaccinations, we are seeing light at the end of the tunnel.

At the CMA, we lived through one of the most financially difficult years in my time on the board. Fortunately, because of farsighted members on past boards, and astute management by our own staff, we have weathered 2020 and 2021 with only modest impact on our finances.

The biggest impact, of course, was the cancelling of an in-person Catholic Media Conference in 2020. This major drop in revenue meant we had to adjust our own spending in the course of the year and review every action in terms of its impact on our budget. We were also very fortunate to receive loans under the Paycheck Protection Program, which helped us retain all staff.

Having recently reviewed the audited figures for 2020, I can say unequivocally that we came through the year without long-term damage to our financial viability. We even had a small surplus. The Auditors delivered a positive opinion of the CMA’s financial position for 2020, recommending no changes in how we manage our finances, which is welcome confirmation of our work.

You’ll see the audited figures in the table included with this report. But I’d like to highlight a few aspects here:

- We were not able to hold an in-person CMC in 2021, but our virtual CMC was a financial success thanks to the support of our paid attendees and generous sponsors.
- Research and Consulting: Our auditors have changed the way we account for staff time to the work on this. Hence the significant change between 2019 and 2020.
- Donations: The big difference in the two years reflects that fact that we wound down the Catholic Journalist Scholarship Fund and put the $71,000 into donations. Most of that went into our long-term investments, though we retained some for journalist scholarships in case we had an in-person conference this year. Since that didn’t happen, we can just move that money into next year’s budget.
- Long-term investments (as of Dec. 31, 2020): After a shaky start to the year for the economy, these investments earned $36,167; This means that in 2020, we had a small surplus of $14,705.
Just a word about 2021. Despite not being able to hold an in-person CMC again this year, and the ongoing financial challenges for many of our members, at this stage it looks like we’ll be able to make it through the year with a small surplus.

In closing, I’d like to take this opportunity to thank Tim Walter and Barbara Mastrolia for their hard work to manage the organization’s finances and operations. I also acknowledge the support of CMA Board President JD Long-Garcia and the rest of the board. And a shout-out to Finance Committee members Chris Gunty and Mark Lombard, who were extremely helpful during our deliberations for the budget.

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

Joseph Sinasac
Treasurer
Catholic Media Association

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**2020-2021 CMA Financials**

<table>
<thead>
<tr>
<th></th>
<th>Income</th>
<th>Expenses</th>
<th>Change in Net Assets</th>
<th>Income</th>
<th>Expenses</th>
<th>Change in Net Assets</th>
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<tr>
<td><strong>Annual Conference</strong></td>
<td>15,000</td>
<td>15,266</td>
<td>(266)</td>
<td>252,348</td>
<td>128,502</td>
<td>123,846</td>
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<tr>
<td><strong>Membership</strong></td>
<td>219,707</td>
<td>42,992</td>
<td>176,715</td>
<td>201,667</td>
<td>42,494</td>
<td>159,173</td>
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<tr>
<td><strong>Awards</strong></td>
<td>155,994</td>
<td>78,855</td>
<td>77,139</td>
<td>140,855</td>
<td>76,846</td>
<td>64,009</td>
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<tr>
<td><strong>Research &amp; Consulting</strong></td>
<td>49,925</td>
<td>82,320</td>
<td>(32,395)</td>
<td>58,400</td>
<td>60,647</td>
<td>(2,247)</td>
</tr>
<tr>
<td><strong>Directory &amp; Publication</strong></td>
<td>18,229</td>
<td>48,590</td>
<td>30,361</td>
<td>19,222</td>
<td>47,191</td>
<td>(27,969)</td>
</tr>
<tr>
<td><strong>Journalist</strong></td>
<td>2,056</td>
<td>19,093</td>
<td>(17,037)</td>
<td>1,581</td>
<td>18,370</td>
<td>(16,789)</td>
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<tr>
<td><strong>Other Education &amp; Training</strong></td>
<td>28,939</td>
<td>26,362</td>
<td>(26,362)</td>
<td>49,925</td>
<td>58,400</td>
<td>(275,338)</td>
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<tr>
<td><strong>Donations</strong></td>
<td>106,224</td>
<td>106,224</td>
<td></td>
<td>39,819</td>
<td>39,819</td>
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<tr>
<td><strong>Investments</strong></td>
<td>36,167</td>
<td>36,167</td>
<td></td>
<td>11,677</td>
<td>11,677</td>
<td></td>
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<tr>
<td><strong>Advertising</strong></td>
<td>2,796</td>
<td>2,796</td>
<td></td>
<td>2,531</td>
<td>2,531</td>
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<tr>
<td><strong>Management &amp; General</strong></td>
<td>178</td>
<td>275,516</td>
<td>(275,338)</td>
<td>3,540</td>
<td>278,354</td>
<td>(274,814)</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>606,276</td>
<td>591,571</td>
<td>14,705</td>
<td>731,640</td>
<td>678,766</td>
<td>52,874</td>
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**2020: POST AUDIT**

**2019: POST AUDIT**

**per Audit Reports**

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Joseph Sinasac
Treasurer
Catholic Media Association
BOARD OFFICERS 2021-2022

President
AMY KAWULA
Business Staff Member, Newspaper
The Compass
Green Bay, WI

Treasurer
JOE SINASAC
Novalis Publishing
Toronto, ON

MOST REV. MICHAEL F. BURBIDGE
Honorary President
Chairman, U.S. Bishops’ Committee on Communications
Bishop of Arlington

Vice-President
ED LANGLOIS
Regional Representative, Western
Catholic Sentinel
Portland, OR

Secretary
ANA RODRIGUEZ SOTO
Regional Representative, Southern
Florida Catholic (Miami)
Miami, FL

JENNIFER BRINKER
Editorial Staff Member, Newspaper
St Louis Review
St Louis, MO

PAULA GWYNN GRANT
Diocesan Communication Director
Archdiocese of Washington
Washington, DC

MATTHEW SCHILLER
Publisher Member, Newspaper
Catholic New York
New York, NY

GRETHEN CROWE
Publisher Member, General
Our Sunday Visitor Publishing
Huntington, IN

MICHAEL LA CIVITA
Business Staff Member, Magazine
One Magazine
New York, NY

MARIA WIERING
Regional Representative, Midwest
The Catholic Spirit
St. Paul, MN

JOHN FEISTER
Member at Large, Magazine
Glenmary Challenge
Cincinnati, OH

KATHERINE LONG
Regional Representative, Eastern
The Catholic Sun
Syracuse, NY

JANELLE GERGEN
Member at Large
Diocese of Crookston
Crookston, MN

ALTON PELOWSKI
Editorial Staff Member, Magazine
Columbia
New Haven, CT

J.D. LONG-GARCÍA
Ex-Officio Member, Magazine
America Magazine
New York, NY

TIM WALTER
Executive Director
Catholic Media Association
Chicago, IL

ED LANGLOIS
Regional Representative, Western
Catholic Sentinel
Portland, OR

KATHERINE LONG
Regional Representative, Eastern
The Catholic Sun
Syracuse, NY

Treasurer
JOE SINASAC
Novalis Publishing
Toronto, ON

Most Rev. Michael F. Burbidge
Honorary President
Chairman, U.S. Bishops’ Committee on Communications
Bishop of Arlington

Secretary
ANA RODRIGUEZ SOTO
Regional Representative, Southern
Florida Catholic (Miami)
Miami, FL

Jennifer Brinker
Editorial Staff Member, Newspaper
St Louis Review
St Louis, MO

Paula Gwynn Grant
Diocesan Communication Director
Archdiocese of Washington
Washington, DC

Matthew Schiller
Publisher Member, Newspaper
Catholic New York
New York, NY

Grethchen Crowe
Publisher Member, General
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New Haven, CT

J.D. Long-García
Ex-Officio Member, Magazine
America Magazine
New York, NY

Tim Walter
Executive Director
Catholic Media Association
Chicago, IL

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Bishop John England Award Winners

2019  Msgr. John E. Kozar, One Magazine
2018  Bishop Gerald F. Kicanas, Tucson, AZ
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  Father Robert Astorino, MM, Founder of the Union of Catholic Asian News
1997  Bishop David B. Thompson, Charleston, SC
1996  Neil and Patrice Kluepfel, Twenty-Third Publications, CT
1995  Bishop James A. Malone, Youngstown, OH
1994  Bishop Joseph T. O'Keefe, Syracuse, NY
St. Francis de Sales Award Winners

<table>
<thead>
<tr>
<th>Year</th>
<th>Award Winner</th>
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<tbody>
<tr>
<td>2021</td>
<td>Cindy Wooden</td>
</tr>
<tr>
<td>2020</td>
<td>John Feister</td>
</tr>
<tr>
<td>2019</td>
<td>Mark Lombard</td>
</tr>
<tr>
<td>2018</td>
<td>Julie Asher</td>
</tr>
<tr>
<td>2017</td>
<td>Matthew Schiller</td>
</tr>
<tr>
<td>2016</td>
<td>Maria de Lourdes Ruiz Scaperlanda</td>
</tr>
<tr>
<td>2016</td>
<td>Archbishop Claudio Celli (special)</td>
</tr>
<tr>
<td>2015</td>
<td>Greg Erlandson</td>
</tr>
<tr>
<td>2015</td>
<td>Sister Mary Ann Walsh, RSM (special)</td>
</tr>
<tr>
<td>2014</td>
<td>Jim Lackey</td>
</tr>
<tr>
<td>2013</td>
<td>Peter Finney Jr.</td>
</tr>
<tr>
<td>2012</td>
<td>Helen Osman</td>
</tr>
<tr>
<td>2011</td>
<td>Robert Zyskowski</td>
</tr>
<tr>
<td>2010</td>
<td>Anthony Spence</td>
</tr>
<tr>
<td>2009</td>
<td>Karen M. Franz</td>
</tr>
<tr>
<td>2008</td>
<td>Chic Davis</td>
</tr>
<tr>
<td>2007</td>
<td>John Thavis</td>
</tr>
<tr>
<td>2006</td>
<td>Owen P. McGovern (special)</td>
</tr>
<tr>
<td>2006</td>
<td>Father Jack Wintz, OFM</td>
</tr>
<tr>
<td>2005</td>
<td>Oscar Reyes</td>
</tr>
<tr>
<td>2004</td>
<td>Gerald Costello</td>
</tr>
<tr>
<td>2003</td>
<td>Jerry Fileau</td>
</tr>
<tr>
<td>2002</td>
<td>Dennis Heaney</td>
</tr>
<tr>
<td>2001</td>
<td>Anne Buckley</td>
</tr>
<tr>
<td>2001</td>
<td>Cardinal Avery Dulles (special)</td>
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<tr>
<td>2000</td>
<td>Christopher Guntly</td>
</tr>
<tr>
<td>1999</td>
<td>Robert G. Hoyt</td>
</tr>
<tr>
<td>1998</td>
<td>Arthur L. McKenna</td>
</tr>
<tr>
<td>1997</td>
<td>Father Norman Perry, OFM</td>
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<tr>
<td>1996</td>
<td>Father Mark J. Brummel, CMF</td>
</tr>
<tr>
<td>1995</td>
<td>Thomas N. Lorsung</td>
</tr>
<tr>
<td>1994</td>
<td>Barbara Beckwith</td>
</tr>
<tr>
<td>1993</td>
<td>Father John Catoir</td>
</tr>
<tr>
<td>1992</td>
<td>Albina Aspell</td>
</tr>
<tr>
<td>1991</td>
<td>Henry Gosselin</td>
</tr>
<tr>
<td>1990</td>
<td>Penny Lernoux (posthumously)</td>
</tr>
<tr>
<td>1989</td>
<td>Father Owen F. Campion</td>
</tr>
<tr>
<td>1988</td>
<td>James A. Doyle (special)</td>
</tr>
<tr>
<td>1988</td>
<td>Deacon Henry Libersat</td>
</tr>
<tr>
<td>1987</td>
<td>Edward S. Skillin</td>
</tr>
<tr>
<td>1987</td>
<td>Charles J. McNeill (special)</td>
</tr>
<tr>
<td>1986</td>
<td>Moises Sandoval</td>
</tr>
<tr>
<td>1985</td>
<td>Father Norman J. Muckerman, CSSR</td>
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<tr>
<td>1984</td>
<td>Msgr. George G. Higgins</td>
</tr>
<tr>
<td>1984</td>
<td>Cardinal John P. Foley (special)</td>
</tr>
<tr>
<td>1983</td>
<td>Ethel M. Gintoft</td>
</tr>
<tr>
<td>1982</td>
<td>Allen C. Bradley (posthumously)</td>
</tr>
<tr>
<td>1981</td>
<td>John F. Fink</td>
</tr>
<tr>
<td>1980</td>
<td>Father Thurston N. Davis, SJ</td>
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<tr>
<td>1979</td>
<td>Father Walter J. Burghardt, SJ</td>
</tr>
<tr>
<td>1978</td>
<td>Donald J. Thorman (posthumously)</td>
</tr>
<tr>
<td>1977</td>
<td>A.E.P. Wall</td>
</tr>
<tr>
<td>1976</td>
<td>Lillian R. Block</td>
</tr>
<tr>
<td>1975</td>
<td>Father John B. Sheerin, CSP</td>
</tr>
<tr>
<td>1974</td>
<td>Gerard E. Sherry</td>
</tr>
<tr>
<td>1973</td>
<td>Robert E. Burns</td>
</tr>
<tr>
<td>1972</td>
<td>Thomas A. Brennan (special)</td>
</tr>
<tr>
<td>1972</td>
<td>Father Jeremy Harrington, OFM</td>
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<tr>
<td>1971</td>
<td>Francis A. Fink</td>
</tr>
<tr>
<td>1970</td>
<td>Msgr. Robert G. Peters</td>
</tr>
<tr>
<td>1969</td>
<td>No award given</td>
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<tr>
<td>1968</td>
<td>James P. Shannon</td>
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<tr>
<td>1967</td>
<td>Father John Reedy, CSC</td>
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<td>1966</td>
<td>Joseph A. Breig</td>
</tr>
<tr>
<td>1965</td>
<td>John Cogley</td>
</tr>
<tr>
<td>1964</td>
<td>Father Patrick O’Connor, SSC</td>
</tr>
<tr>
<td>1963</td>
<td>Floyd Anderson, KSG</td>
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<tr>
<td>1962</td>
<td>Father Albert J. Nevins, MM</td>
</tr>
<tr>
<td>1961</td>
<td>Father John Courtney Murray, SJ</td>
</tr>
<tr>
<td>1960</td>
<td>Frank A. Hall</td>
</tr>
<tr>
<td>1959</td>
<td>Dale Francis</td>
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