

CATHOLIC MEDIA ASSOCIATION

Annual Report

2021-2022



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 Catholic media.

From the President

Over the past two years, the Catholic Church has faced challenges as social and cultural trends have shifted. As a result, many parishes have reached out in new and creative ways, including the widespread use of live-streaming video and other virtual means. And, as gaps in attendance and engagement continue, church leaders are stretched outside their comfort zones to rethink how they connect and reconnect with their communities.

Likewise, Catholic communicators have had to adapt their delivery methods to reach people in new ways. As a result, our teams and processes look very different, and our workloads continue to shift in new directions.

The Catholic Media Association follows suit. Six months ago, our search committee chose Rob DeFrancesco to be our new Executive Director for the strong skills he would bring to the CMA. Immediately, Rob and our board of directors hit the ground running, seeking continued growth for our association.

Various committees of the Catholic Media Association have reviewed their roles and have identified new opportunities. Here are some of the changes you will see:

1. The Communications Committee has expanded to include sub-committees for Public Relations and Press Releases; Social Media; Website; and Spanish.
2. The Membership Committee has expanded to include sub-committees for Membership Marketing (promoting and reaching out to new members to include diocesan offices of communications and publications, religious orders, and bloggers); Welcome and Onboarding New Members; Spanish; and Past Due Accounts. Faith Catholic has generously extended CNA membership to all clients, connecting 21 new and existing members to our association.
3. The Strategic Planning Committee has reconvened monthly meetings, continuing to work on a new and culturally responsive plan, ready to be rolled out sometime in the second half of 2022.

Many of us continue to print newspapers and magazines while working on building up our use of social media, podcasting, video, and other new media in our communication efforts. Many of our communication teams diligently work to develop new and robust strategic communication plans to reach broader audiences than we have known before.

This year, our 2022 Catholic Media Conference will be the first hybrid conference offered to our members, following two successful virtual conferences and 113 years of dynamic in-person events. Both will enrich those who attend abundantly. Thank you to our planning committee and generous sponsors for making this hybrid option available to anyone who wishes to attend.

As members of the Catholic Media Association, we are a faith-filled family that supports, encourages, and prays for one another. We are communication teams who accompany each other as disciples of Jesus and communications professionals to maintain and build a more vital Association for our future leaders. We call on the Holy Spirit to lead us on our personal and professional journey. Come, Holy Spirit, come!



Many blessings,

Amy Kawula

Amy Kawula

President, CMA

Advertising & Marketing Manager, The Compass

About Us

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.

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 members to change work habits and establish processes for working remotely. The CMA helped with this transition by creating a training series which enabled dozens of organizations and over 150 individual participants to leverage current technology, streamline their work processes, build team efficiencies, and open the door for new products.

LEARN FROM COMMUNICATIONS AND PR EXPERTS

The CMA partnered with the PR Training Academy to offer members online training to PR, Journalism, Media and Communications practitioners across the world. Training courses include crisis communications, social media, podcasting, mobile journalism and more.

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 members through the 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@CatholicMediaAssociation.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 promotes excellence in the field with the annual Catholic Press Awards, CMA Book Awards, the Cardinal John Foley Award, 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 celebration 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.

Catholic Media Association

	# OF ORGANIZATIONS			# OF INDIVIDUALS
	DIOCESAN	NON-DIOCESAN	TOTAL	
MEDIA				
Newspapers	91	5	96	264
Magazines	58	40	98	211
Newsletters	0	7	7	9
Digital Only	8	11	19	33
General Publishers	0	19	19	56
Television	0	1	1	1
	157	83	240	
COMMUNICATIONS				
	71	25	94	154
FREELANCE				
				38
SERVICE				
			8	16
INDIVIDUAL				
				48
GRAND TOTAL			342	830

From the Executive Director | July 2022

Before joining the Catholic Media Association as its executive director late last year, I had been an active member for 20 years—attending conferences, participating in professional development opportunities, and serving on various committees and the board of directors. During that time, I had the joy of forming new relationships that enriched my faith and professional life, all in service to the Church.

Over the course of time, many of us were faced with challenges that disrupted the way we delivered news, inspiration, information, or otherwise evangelized our communities.

This year, though, is particularly difficult. Our hearts are broken over the plans to shutter Catholic News Service's domestic operations, and the closure of the always outstanding Catholic New York was another gut punch. It's hard to make sense of these decisions. Members have shared their utter disappointment at the news, while expressing sadness for the staffs and their readers now disconnected from Catholic news and information.

I wholeheartedly believe in the mission and values of the Catholic Media Association in its service to our members, particularly during challenging times such as these. I know you do too.

Over the past year, we have provided new grant-supported opportunities for professional development through our partnerships with PurpleGray and the PR Training Academy. Training courses are available at a low cost to all CMA members, and provide excellent value for our journalists, communications directors, digital media professionals, social media experts and others who seek to level up their skills and overcome challenges.

Our members have many things in common. But the most important thing that unites us? Our desire to share the Good News of Jesus Christ. Jesus builds relationships today just as He did 2,000 years ago. Time and again, our members state that collegiality and fellowship are the reasons why they are members. And what is that about? Relationships.

To that end, the Catholic Media Association is facilitating new and more frequent opportunities for building relationships among our community. We are encouraged by the lively participation in the monthly webinar series and the quarterly Regional Zoom Meetups. Look for more of these opportunities coming your way.

As we navigate today's challenges and those that lie ahead, good relationships with one another become even more important. How do we relate to one another? How do we use our God-given gifts to improve ourselves and lift up our colleagues? How are we using our gifts to the best of our abilities, at this point in history where God has placed us?

The Catholic Media Association is a leader in supporting, strengthening and promoting Catholic journalism and other Catholic communications. With your help, the CMA will continue to make a positive difference in the lives of today's Catholic media professionals and for those yet to come. I encourage you to participate in all that the association has to offer, whether that's through learning, teaching or volunteering your time.



I encourage you to reach out to me with your questions and ideas about how we can work together. As always, let's ask our patron, St. Francis de Sales, to pray for us.

A handwritten signature in black ink, appearing to read 'Rob DeFrancesco'.

Rob DeFrancesco
Executive Director, Catholic Media Association

Treasurer's Report | 2021 Financials

The 12 months of 2021 could be aptly described as a period of transition. We went through significant staff changes, including the retirement of our long-time executive director Tim Walter and his welcome replacement, Rob DeFrancesco.

Our goal through this period was to ensure CMA finances remain healthy and stable despite other challenges.

Having recently reviewed the figures for 2020 in preparation for the annual audit, I can say unequivocally that we came through the year in good fiscal health. We even had a surplus, which was gratifying given that we had originally budgeted for a deficit.

You'll see the figures in the table included on this page. Just note these may change slightly after the audit is complete. But I'd like to highlight a few aspects here:

- Once again, we were not able to hold an in-person CMC in 2021, but our virtual CMC was a successful venture that earned a small profit thanks to our sponsors
- Pandemic response. We received two forgivable PPP loans in 2021 to help us retain staff. These added \$130,000 to help cover the cost of operations.
- Donations: You will note the large figure of \$248,683. In this account we have both the Next Century Fund and consulting grants, along with the PPP loans mentioned above.
- Long-term investments (as of Dec. 31, 2021): Despite the ups and downs of the stock market during year 2 of the pandemic, these investments earned \$28,259. We were able to add another \$100,000 to our Knights of Columbus funds during this period
- This means that in 2021, we had a \$176,972 surplus, compared to a predicted deficit of \$125,000.



So far for 2021, our finances remain in good health, thanks to your loyal support through your membership dues and generosity to the Next Century Fund.

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 during their many years of service to the CMA. Also, special thanks to Rob for his willingness to jump into CMA business with both feet and great enthusiasm to learn the ropes. I also acknowledge the support of CMA Board President Amy Kawula and the rest of the board. And a shout-out to Finance Committee members Karen Franz, Chris Gunty and Mark Lombard, who were extremely helpful during our deliberations for the budget and advice on managing our investments.

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

2021 Financials

	INCOME	EXPENSES	CHANGE IN NET ASSETS
Annual Conference	40,050		40,050
Membership	210,560	51,367	159,193
Awards	151,221	89,759	61,462
Research & Consulting	5,200		5,200
Directory & Publication	16,105	72,944	(56,839)
Journalist	3,085		3,085
Other Education & Training		60,531	(60,531)
Donations	248,683		248,683
Investments	28,259		28,259
Advertising	3,559		3,559
Management & General	2,486	278,843	(276,357)
TOTAL	730,416	553,444	176,972

BOARD OFFICERS 2022-2023



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



Treasurer
JOE SINASAC
Novalis Publishing
Toronto, ON



Honorary President
MOST REV. ROBERT P. REED
Chairman, U.S. Bishops'
Committee on
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Catholic Sentinel
Portland, OR



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

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St Louis, MO



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Communication Director
Archdiocese of
Washington
Washington, DC



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Crookston, MN

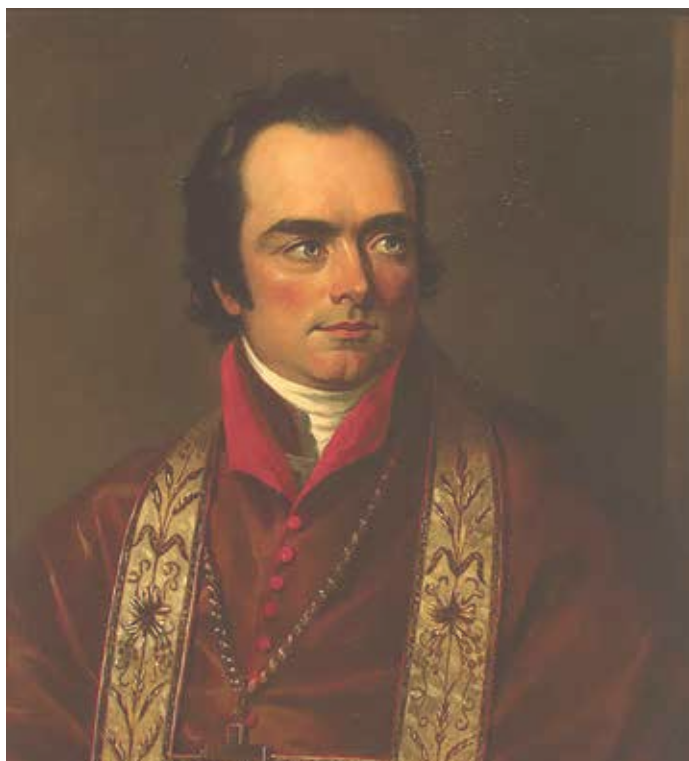


**MICHAEL B.
STECHSCHULTE**
Regional Representative,
Midwest
Detroit Catholic
Detroit, MI

EX OFFICIO MEMBER 2022-2023



ROB DeFRANCESCO
Executive Director
Catholic Media Association
Chicago, IL



Bishop John England

Award Winners

- | | | | |
|------|--|------|--|
| 2020 | Bishop Nicholas DiMarzio, The Tablet | 2004 | The bishops from The Florida Catholic: Archbishop John C. Favalora, Bishop Norbert M. Dorsey, Bishop Gerald M. Barbarito, Archbishop Sean P. O'Malley, Bishop John H. Ricard, Bishop Robert N. Lynch and Bishop John J. Nevins |
| 2019 | Msgr. John E. Kozar, One Magazine | 2003 | Gerald Costello, The Christophers, New York, NY |
| 2018 | Bishop Gerald F. Kicanas, Tucson, AZ | 2002 | Bishop Anthony G. Bosco, Greensburgh, PA |
| 2017 | Thomas C. Fox, National Catholic Reporter | 2001 | Archbishop Harry Joseph Flynn, Minneapolis, MN |
| 2016 | Greg Erlandson, Our Sunday Visitor | 2000 | Cardinal John O'Connor, New York, NY |
| 2015 | Cardinal Francis George, Chicago, IL | 1999 | Cardinal Bernard Francis Law, Boston, MA |
| 2014 | Cardinal Donald Wuerl, Washington, D.C. | 1998 | Father Robert Astorino, MM, Founder of the Union of Catholic Asian News |
| 2013 | Most Rev. David D. Kagan, Bismarck, ND | 1997 | Bishop David B. Thompson, Charleston, SC |
| 2012 | Most Rev. Matthew H. Clark, Rochester, NY | 1996 | Neil and Patrica Kluepfel, Twenty-Third Publications, CT |
| 2011 | Archbishop Daniel Buechlein, OSB, Indianapolis, IN | 1995 | Bishop James A. Malone, Youngstown, OH |
| 2010 | Bishop Joseph A. Galante, Camden, NJ | 1994 | Bishop Joseph T. O'Keefe, Syracuse, NY |
| 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 | | |



St. Francis de Sales

Award Winners

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



GET INVOLVED WITH THE CMA

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:
205 West Monroe Street, Suite 470
Chicago, IL 60606
312-380-6789



STAY CONNECTED

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