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Catholic Press

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Memo

To: Melanne Verveer, Alexis Herman, Marilyn DiGiacobbe
From: Jim Castelli
Date: August 22, 1995
Re: Catholic Press Invitations

Some key Catholic Press people, including Owen McGovern (executive director of the Catholic Press Association), Tom Lorsung (Director of Catholic News Service), and Tony Spence (president of the CPA and editor of the Nashville paper) will be out of the country on Sept. 15.

McGovern believes that some editors will be angry about using a small group because word had gotten out about a larger group being invited.

That said, I can come up with three ways to arrive at 25 people. First, all three ways include Pat Zapor from CNS and the national Catholic papers—National Catholic Reporter, Our Sunday Visitor, National Catholic Register, and Twin Circle.

With this small a group, I don't think we need to invite the magazines. We've already had Commonwealth and America, which have very small circulations, and U.S. Catholic and St. Anthony Messenger don't cover politics per se.

The three ways of choosing are:

- Archdiocesan papers.
- Largest circulation papers
- A mix of papers from large dioceses with Cardinals and large circulation papers, also trying for geographic balance.

Archdiocesan papers

This would be a very churchy approach. Also, some archdioceses are in low-population areas:

Los Angeles
Hartford
Washington
Miami
Atlanta

Dubuque
Chicago
Indianapolis
Kansas City, KS
Louisville
New Orleans
Boston
Baltimore
Detroit
St. Paul
St. Louis
Omaha
Newark
New York
Cincinnati
Oklahoma City
Portland, OR
Philadelphia
San Antonio
Seattle
Milwaukee

Largest Circulation

This would reach the most people, but in a very geographically stilted fashion because, as I've noted before, there is no relationship between Catholic population and circulation in the Catholic press. There's no way to rationally explain why the Catholic paper in Richmond has almost double the circulation of the Catholic paper in Chicago.

Using the top circulation list would be very heavy on New York and Pennsylvania.

GALVESTON-HOUSTON TX	176000
NEW YORK NY	129000
ROCKVILLE CENTRE NY	126000
PITTSBURGH PA	112000
BRIDGEPORT CN	95000
ST. LOUIS MO	94000
OAKLAND CA	93000
PHOENIX AZ	87000
BROOKLYN NY	85000
DENVER CO	83000
ALBANY NY	69000
OMAHA NB	68000
HARRISBURG PA	68000
ALLENTOWN PA	67000

PHILADELPHIA	PA	66000
LOUISVILLE KY		64000
BALTIMORE MD		63000
NEW ORLEANS	LA	59000
RICHMOND VA		58000
NORWICH CN		54000
FAIRBANKS AK		54000
INDIANAPOLIS	IN	52000
BATON ROUGE	LA	50000
ROCHESTER	NY	48000
GREESBURG	PA	48000
WILMINGTON	DE	47000
ARLINGTON VA		47000
ATLANTA GA		45000
WASHINGTON	DC	45000
LAKE CHARLES	LA	44000

Mix of archdioceses with Cardinals and Largest Circulation

This would probably be the best way to reach the most influential papers, with "influence" not always dictated by circulation.

The archdioceses with cardinals are:

- Boston
- New York
- Philadelphia
- Baltimore
- Washington
- Chicago
- Detroit
- Los Angeles

We could fill out the list by adding large circulation papers; as an ex-New Yorker, I can tell you that New York, Brooklyn, and Rockville Centre are different worlds and should probably all be invited. Other important papers would include Pittsburgh, St. Louis, Denver, and New Orleans.

Memo

To: Alexis Herman, Melanne Verveer, Marilyn DiGiacobbe
From: Jim Castelli
Date: August 24, 1995
Re: Catholic Press List

AUG 24 1995

The 8/23 list looks good. I have these comments:

- It's very heavy on the Northeast, which is understandable, but it might look too skewed.
- We have a lot from New York, which is OK, but we can't invite Rochester and not invite Brooklyn. We should add Brooklyn and drop Rochester if we have to.
- There are a lot of papers in Ohio. We could justify Cleveland on the basis that Bishop Pilla, the VP of the bishops' conference, is there. I don't know if Youngstown is the best choice for another city; Cincinnati may have a larger paper.
- We could add St. Paul which traditionally has a lot of influence.
- We could add New Orleans to cover Louisiana.
- Louisville might not hurt either.