



The challenge that awaits us, then, is to communicate by encountering people, where they are and as they are.
 —Pope Francis, World Communications Day, 2021

Dear Diocesan Director/Coordinator,

Catholic media outlets—like larger commercial outlets, including newspapers and magazines—must adopt digital strategies to reach their audiences, as printed papers and magazines become less viable. In this spirit, the 110-year-old Catholic Press Association changed its name to the Catholic Media Association in late 2020, noting that more and more communications are happening outside the traditional print publishing world.

With financial support from the Catholic Communication Campaign (CCC), the Catholic Media Association is training its members, including diocesan newspapers and communications offices, to integrate communication programs across various media platforms and move members from a print-first to a digital-first mindset. A digital-first mindset allows for immediate use of content on websites, social media, and digital newsletters, followed by print products when they are ready. By supporting the collection for the Catholic Communication Campaign, you help local diocesan papers and other Catholic media outlets improve their ability to inform their audiences in today’s fast-paced, digitally-based media environment.

Of the funds your parishes collect, half remain in your diocese to support local communication initiatives.

Spread the word! Use your diocesan publications, website, social media accounts, and other channels to promote this collection. Resources like web banners, a social media tool kit, and a sample letter from your bishop are available online for download and distribution at www.usccb.org/cc. If you have any questions, please contact me at 202-541-3365 or ngerman@usccb.org. Thank you for your continued support of the CCC. It may be helpful to know that [#iGiveCatholicTogether](https://www.give.com/catholic-together) also accepts funds for this program if parishioners in your diocese are looking for a way to support this collection through online donations.

Gratefully in Christ,

Nicole Germain
 Assistant Director, Promotions

For more information on the work of the CCC, please visit www.usccb.org/cc.



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