

Office of *The Catholic Times*

The newspaper for the Diocese of La Crosse



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Purpose of the Office

The Purpose of the Catholic Times is to bring Christ to others through the written word. Our mandate is to increase the effectiveness of the bishop in promoting the New Evangelization through *The Catholic Times*, the newspaper for the Diocese of La Crosse. *The Catholic Times* newspaper and Web site is the primary means of regular communication of the bishop of the Diocese of La Crosse, who is the principal teacher of the faith, with all the faithful.

Work of the Office

- Provides coverage of diocesan events and parish life; national and international Church news (as appropriate); and current events and their impact on the Church.
- Provides a continuing reminder of the eternal consequences of our choices in life.
- Provides an antidote to the secular media, which is often hostile or simply ignorant of Catholic spirituality and Truth.
- Reinforces the Truth among the faithful through uplifting stories, news of current events, articles on Church teaching etc.

Without fear we want to set sail for the digital sea, facing the open waters with the same passion that has governed the ship of the Church for two thousand years.

" Pope Benedict XVI, at the Italian bishop's congress:

– *Digital Witnesses. Faces and Languages in the Cross-media Era*, April 22-24, 2010.

The Content of *The Catholic Times*

The Newspaper for the Diocese of La Crosse



The Catholic Times is a biweekly newspaper, dedicated to bring Christ to others in the Diocese of La Crosse. *The Catholic Times* is an antidote to the secular press; a reminder of the eternal aspects of life. Spiritual reading is absolutely essential for Catholics today. A variation on Proverbs 4: 23 reminds us: *Be careful what you read, your life is shaped by your thoughts*

The Diocese of La Crosse is a “beehive of activity.” It is the function of *The Catholic Times* to capture and publish as much of this activity as possible. As catechists, religious education directors and coordinators, youth ministry directors and parish ministry program leaders you are at the heart of the diocese. You can help us help you by suggesting story ideas and submitting articles and/or photographs.

Our focus is on local or diocesan news. The national and international news that we do publish usually has a connection to the diocese, or is of such a nature that all diocesan Catholics should be informed of it.

The Catholic Times’ mission is to help the Church achieve this vision by equipping Catholics to respond to Christ’s call, “As the Father has sent Me, so I send you” (*John*

20:21). The types of articles that we publish and look to our readers to suggest to us are:

- Features
- Spiritual
- Youth oriented
- Personal accounts of evangelization or apologetics.
- Parish anniversaries and celebrations, such as Corpus Christi processions
- Reviews of books, movies and DVDs that are orthodox and explore various aspects of the Church: theology, history, saints, moral trends and so forth.
- Analyses and critiques of issues, trends and theological perspectives which have an impact on Catholics and the Catholic Church (e.g., astrology, new birth technologies, Protestantism, Mormonism).
- News items
- Church history
- Conversion experiences
- Commentary/opinion columns
- Profiles on religious and historical events or personalities.
- How to articles dealing with evangelization, apologetics, study methods, theology, Church history and moral issues.
- Priests/nuns/parish/laity celebrations, anniversaries, good works, demonstration of faith and so forth. Stories that honor the people that devote their lives to the Church and diocese.

The Catholic Times publishes a number of special editions each year. While a special edition may focus on a specific topic, the paper is not limited to it. Our regular news, features and columns are still included.

Month	Topic	Month	Topic
January	Pro-Life Catholic Schools Family Life	July	Sisters’ Anniversaries Natural Family Planning Destinations (Travel)
February	We Belong to Christ Campaign	August	Destinations (Travel)
March	Family Life	September	Careers & Higher Education
April	Vocations Careers and Higher Education Family Life	October	Respect for Life Diocesan Annual Appeal Missions
May	Memorial Day	November	Christmas Gift Guide
June	Graduation Priests’ Anniversaries Destinations (Travel)	December	Christmas Greetings Diocesan Fiscal Statement Christmas Art & Writing Contest

The Catholic Times Web Site

The Purpose of *The Catholic Times* Web site:

To bridge the Great Divide – Newspaper readership, in general, is limited to an older generation. Youth today get most, if not all of their news and information online. To reach the youth of the diocese through solid Catholic reading material which is necessary for their journey toward Christ, *The Catholic Times* plans to add youth-related articles and has created a Web site to serve as a companion to the newspaper. TheCatholicTimes.com, online for about six months in a test and development mode, is (for the most part) up and running. Not all of the Web features have been implemented. We will continue tweaking and improving the site over the next few months. Your suggestions are welcomed.

Web site Components:

The Web site contains a download link for the most recent edition of the newspaper version (pdf). In addition, the Web site will allow us to publish information that we simply do not have room for in the newspaper. We anticipate daily/every other day updates to the Web site. National and international news, that we do not put in the paper, can be published on our site.

We hope the Web site will build a young audience. We have contacted the high schools of the diocese and will be receiving copies of the student-produced newspapers

during the upcoming school year. With permission, we can put some of the stories and photos online and in the newspaper. We hope to provide an online resource for young people including catechesis and youth advertisers.

Updates to the site will be fed to social networking sites, such as Facebook. RSS feeds will allow readers to automatically receive updates in their e-mail applications or Web browsers.

Within modern society the communications media play a major role in information, cultural promotion, and formation. This role is increasing, as a result of technological progress, the extent and diversity of the news transmitted, and the influence exercised on public opinion. The information provided by the media is at the service of the common good.

Society has a right to information based on truth, freedom, justice and solidarity.

-Catechism of the Catholic Church, paragraphs 2493-2494

Your Help Needed!

**Will you help us in leading others to read the truth of Jesus Christ
in *The Catholic Times*?**



***Be careful of what you read (and view),
for your life is shaped by your thoughts.***

The Catholic Times: an antidote to the secular press

We can help you by:

1. Announcing your events in the paper and online.
2. Publishing stories on your events in the paper and online
3. Providing catechetical/adult education articles
4. Provide a multiple methods to receive CT information, such as the paper, online, Facebook, links to parish Web sites and so forth.
5. Put your ideas into print and online.

You can help us by:

1. To announce or publish a story/photographs on your events, you will need to keep us informed.
2. The CT Web site will have a story submission link. Click on it and fill in the blanks. You can also send story ideas to storysubmission@dioceseoflacrosse.com.
3. You will also be able to upload photos.
4. Freelancers who want to write articles, please contact us in advance. Unsolicited articles are more difficult to fit into the publishing schedule.
5. Freelancers should also review our Freelance Styleguide at <http://db.tt/IFSY2t>.
6. Photographs are essential; they draw the reader into the story and enhance it. Photo guidelines are also in the [Freelance Styleguide](#).

How to obtain *The Catholic Times*.

You can help us increase the readership of *The Catholic Times*. You can subscribe to *The Catholic Times* in two ways: (1) Ask your parish office to put your name on their subscription list. (2) Subscribe online by going to www.thecatholictimes.com and click on the "SERVICES" menu for the subscribe link. If you prefer the electronic version, you can go to www.thecatholictimes.com and click on the newspaper graphic on the upper left. Also, we have an e-mail notification list that sends a download link for the newspaper on the day it is published. If you want to be added to this list, or know others who do, a blank message sent to: the-catholic-times+subscribe@googlegroups.com will add them to the list.

The Church, our Mother, is particularly interested in those [inventions] which directly touch man's spirit and which have opened up new avenues of easy communication of all kinds of news, of ideas, of orientations. Chief among them are those means of communication which of their nature can reach and influence not merely single individuals but the very masses and even the whole of human society.
-Decree on the Means of Social Communication, Vatican II, *Inter Mirifica*, n. 1