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The Case for Print

Why print is still essential for Catholic dioceses and organizations

Presenter: Patrick M. O'Brien, President/CEO FAITH Catholic

In this session

we will explore

- Which business models are declining and which are growing with print?
 - What are overall media trends and how do they compare with how Catholics consume media?
 - How can you make the case to your leadership for the role of print?
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The main arguments against print

Digital age

People are online and they don't read print, especially young people

Expensive

Print is too expensive compared to online

Delay

Print publication can't be timely in the Internet age

Environment

Print kills trees, the ink is toxic and the distribution adds to pollution

Interactive

You can't engage with comments or have a print publication go viral

No analytics

You can't tell if print works

Media trends

State of News Media (Pew 2019)

Secular newspaper circulation

28.6 million weekday circulation, down 8% in 2018

63 million in 1988

Secular newspaper digital audience

8% growth in digital subscriptions, not counting *New York Times* and *Wall Street Journal* - 17% growth with them.

11.6 million monthly visitors

2 $\frac{1}{3}$ minutes: average website duration

Secular newspaper economics

35% of newspaper advertising revenue is digital

\$11 billion circulation and advertising sales, down 13% in 2018

\$50 billion in 2005

Digital landscape in the United States

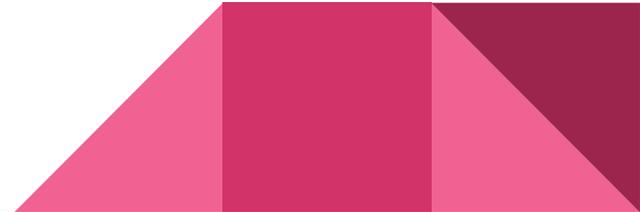
Only 10% of Americans don't use the Internet (Pew 2019)

3% of adults ages 30-49

12% of adults ages 50-64

27% of adults over age 65

In 2000, 48% of adults were offline



U.S. adults using social media (Pew 2019)

73% YouTube
69% Facebook
37% Instagram
28% Pinterest
27% LinkedIn
24% Snapchat
22% Twitter
20% WhatsApp
11% Reddit

74% of Facebook
users visit daily



18-24-year-olds' use of social media (Pew 2019)

90% YouTube

76% Facebook

73% Snapchat

75% Instagram

44% Twitter



Nearly 76% of adults use email

(eMarketer)

- Email use has grown 15% in the last six years
- In 2018, the average person had 1.75 email accounts
- Half of all email messages sent are spam

Email use

(eMarketer)

- In 2019, the average number of email received in a business account is 96 and only 30 will be sent
 - 85% of users check email on their smartphones
 - 44% check email every few hours during work hours
 - 92% of GenX use email, the highest percentage
 - 55% manage to empty their inbox to zero
-

Email open rates

(Forbes 2020)

- Nonprofit email open rates rose 5% in 2019 with an average open rate of 25.2%
 - 17.8% is average email open rate
 - 2.6% click-through rate for nonprofit
 - Best days for email: Mondays and Wednesdays
 - Worst days for email: Sunday, Thursday and Friday
-

To sum ...

Yes, we live in the digital age

90% of Americans are online

73% use YouTube

69% are on Facebook

76% use email

But, that does not mean very many
people seek out Catholic digital media

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Use of Catholic media: the research we will look at

CARA did a study of self-identified Catholics and Catholic media use

FAITH Catholic State of Diocesan Media Report

NEW: FAITH Catholic parishioner use of Catholic media

A horizontal timeline represented by a dark blue arrow pointing to the right. The arrow is divided into three segments by white chevrons. Above each segment is a blue dot connected to a vertical line, which points to a text description of a study. The years 2012, 2017, and 2020 are written in white inside the arrow segments.

2012

2017

2020

2017 State of Diocesan Media Report (FAITH Catholic)

2% of Catholics follow Twitter (FAITH)

3.5% of Catholics follow Facebook (FAITH)

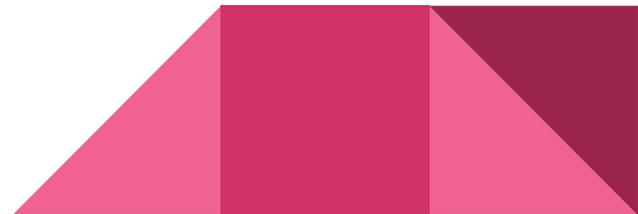
4% visit diocesan websites (CARA)

5% listen to Catholic radio (CARA)

7% watch Catholic television (CARA)

24% receive diocesan print media (CARA/FAITH)

57 dioceses reach **100%** of Catholic households with their publication

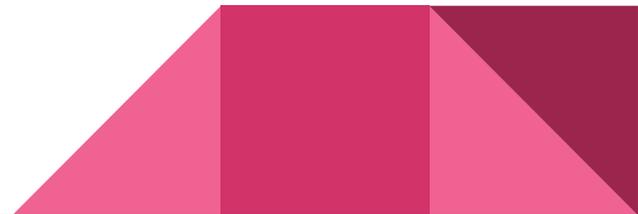


NEW research in 2020: parishioner use of Catholic media (FAITH Catholic)

In February 2020, a print survey was mailed to 1,029 randomly selected registered parishioners from 20 dioceses across the U.S.

Parishioners from around the country were asked:

Where do you receive information about the Catholic faith and the Catholic Church?



Where do you receive information about the Catholic faith and the Catholic Church?

- 41% Catholic print publication
 - 17% Catholic television or radio
 - 14% Catholic website
 - 12% Catholic email
 - 12% Catholic posts on social media
- 

Mass attendance

(CARA)

21.1% of Catholics attend
Mass every week

45.3% of Catholics attend
Mass at least once a
month

If 8 out of 10
Catholics are
not in Church
each week, why
would they

Follow Catholic social
media?

Open Catholic email?

Go to a Catholic website?

Listen to Catholic radio?

Watch Catholic television?

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Therefore, it makes sense that if 79% of Catholics are not in Church

- 83% don't watch Catholic television or radio
- 86% don't visit Catholic websites
- 88% do not engage with Catholic email
- 88% do not follow Catholic posts on social media



To sum ...

Yes, we live in the digital age

90% of Americans are online

73% use YouTube

69% are on Facebook

76% use email

But, only 12% of Catholics engage in Catholic social media or email and only 14% ever go to a Catholic website.

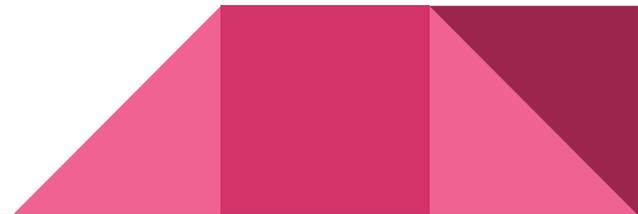
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For a diocesan website

14% of parishioners say they visit Catholic websites. How many unique monthly visitors does your diocesan website have?

- If the monthly number of unique visitors is more than 14% of your Catholic population, your diocese is doing very well. But few dioceses reach that many Catholics with their websites.

**Example: 28,000 unique visitors is 14%
for a diocese with 200,000 Catholics**



Tim Walter method on page views

Analytics are an advantage for looking at online media. But, some stats are unhelpful—such as page views for a website, which give an inflated number. Here is how to use the same logic for print

- Take the number of pages in your print publication x circulation x frequency = total print page views

**Example: 32 page publication x 50,000 circulation
x 12 issues per year = 19,200,000 page views**

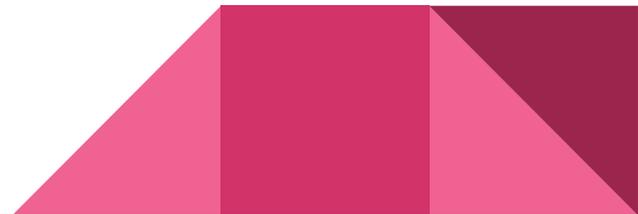


For diocesan social media

12% of parishioners say they engage with Catholic social media. How many are you engaging compared to your Catholic population?

- With YouTube, how many views does your average video get in comparison to your Catholic population? How many Facebook or Twitter followers do you have compared to your Catholic population? What is the engagement?

**Example: For a diocese with 200,000 Catholics,
12% is 24,000 followers or views or engagements**



For diocesan email

12% of parishioners say they engage with Catholic email. Take the number of parishioner email addresses your diocese has, and look at the open rate compared to your total Catholic population.

Example: 50,000 email addresses for a diocese with 200,000 Catholics, 25% open rate means you are reaching 12,500 or 6.25% reach



How does a diocese or Catholic organization reach their members, donors, supporters or parishioners?

A print periodical mailed into the homes.

Now, let's explore how we know that print works

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Niche Print is a secular media trend
on the rise (Media Radar 2017)

\$4 billion spent in niche print publications

Catholic print media is niche media

The number of Catholic print periodicals in
number and circulation has grown in the digital
age. (FAITH Catholic 2017)

Americans prefer print media (Toluna 2019)

- 65% prefer print magazines over digital
- 53% prefer print newspapers over digital
- 71% believe in the importance of switching off digital devices and reading more print
- 49% believe they spend too much time on digital devices

Secular magazine research (MPA 2020)

- 94% of adults under age 25 read magazine media (print and digital)
- 91% of all adults read magazine media (print and digital)
- Traditional print media is the most trusted source of media at 61% versus 40% who trust social media
- Paper readers remember more; paper is preferred by adults, including millennials, and drives involvement

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Secular magazine research (MPA 2020)

- 139 new secular print magazines launched in 2019, 49 were special interest or niche publications. The total audience grew by 6.6%.
- Print magazines have the highest return on ad spend:
 - \$6.51 Magazines
 - \$3.23 TV
 - \$2.43 Digital

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Print is interactive (MRI- Simmons 2020)

Index	Magazine	Websites	TV
- Provides info to make decisions	114	108	81
- Gives me something to talk about	114	95	98
- Trust to tell the truth	121	102	83
- Ads help me w/purchase decisions	128	100	88

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Paper beats digital according to neuroscience (Forbes 2015)

- Paper connects better
- Direct mail requires 21% less cognitive effort to process than digital media
- Recall from print is 70% higher than digital:
 - Recall rate for direct mail was 75% versus 44% with a digital ad

Temple University study of print vs. digital.

Print wins:

- Amount of time spent on the content
- Emotional reaction to the content
- Quickly and confidently remembering an ad or content
- Subconscious value of a product or service

University of Maryland found: Students read digital faster but absorb fewer details than print

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In 2019, Virginia Clinton, University of North Dakota researcher, compiled 33 studies on comprehension from print versus screen:

“The studies showed that students of all ages, from elementary school to college, tend to absorb more when they’re reading on paper than on screens.”

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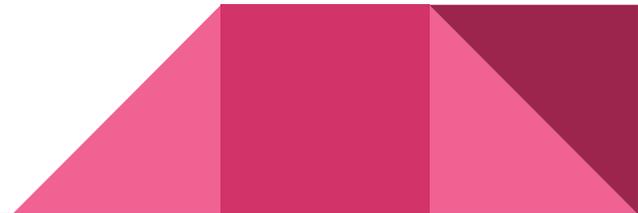
But, what about the environment?

- Education is key in terms of the impact of print on the environment
- 29% of U.S. adults believe paper production is a major cause of greenhouse emissions
- In fact, pulp, paper and print industries are a low contributor with 1% of total greenhouse emissions
- Use of soy-based inks and recycled paper should be promoted.



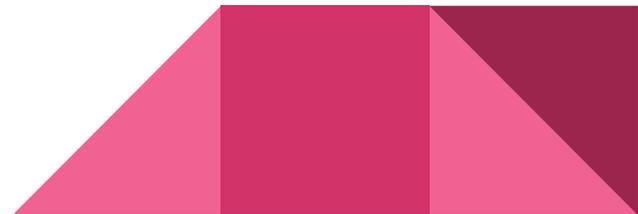
But, what about the expense?

- For many dioceses and Catholic organizations, advertising and circulation revenue cover most, if not all, of the cost of the print publication as well as digital efforts.
- Diocesan print publications that reach into every home often need diocesan subsidy. Compared value to other forms of media and ministry:
- Example from one diocese:
 - \$8 per household per year to mail a monthly print publication to reach 60,000 homes
 - \$12.50 per YouTube viewer (\$50,000 social media coordinator, average views 4,000)
 - \$50 per teen (\$50,000 for diocesan youth minister and there are only 1,000 kids in the program)
 - \$1,000 per teen (\$25,000 parish youth minister with only 25 kids in the program)



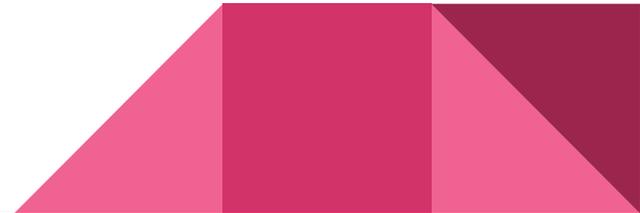
But, what about the delay?

- It is true that nothing is more timely than a well-maintained website driven by email and social media. This is the best way to deliver Catholic news and information in a timely way.
- However, we now know that most Catholics don't and won't engage in digital media. Print may be a few weeks later but the news will still be new to the reader.
- Shift expectations about the purpose of print — focus on timeless faith formation and inspirational content versus timely news.



But, what about Catholic print media? Does it work? (FAITH Catholic)

- Readership surveys have been conducted for 20 years by FAITH Catholic
- Random samples of 36 diocesan magazines in the United States
- Results from the 2020 survey



Diocesan magazines. What readers say:

- 81% read the most recent issue
- 70% read every issue (3 of 3)
- 58% spend at least 15 minutes with an issue
- 36% saved an article or issue
- 34% discussed or forwarded an issue



Diocesan magazines. What readers say:

- 86% say “my diocesan magazine makes me feel more connected to my Catholic faith”
 - 79% say “it improves my understanding of the teachings of the Church”
 - 75% say “it gives me a greater sense of association with other Catholics”
 - 59% say “it inspires me to use my gifts and talents at my parish and support it financially”
- 

Diocesan magazines. What readers say:

- 64% say “it helps me explain my Catholic faith to family and friends”
- 76% say “it inspires me to be more interested in spiritual growth”
- 80% say “it increases my awareness of programs offered by the diocese”

Age of readers:

- Ages 30 to 49 who find the magazine interesting: 82%
 - Ages 50-64 who find the magazine interesting: 85%
 - Ages 65 or older who find the magazine interesting: 80%
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In this session

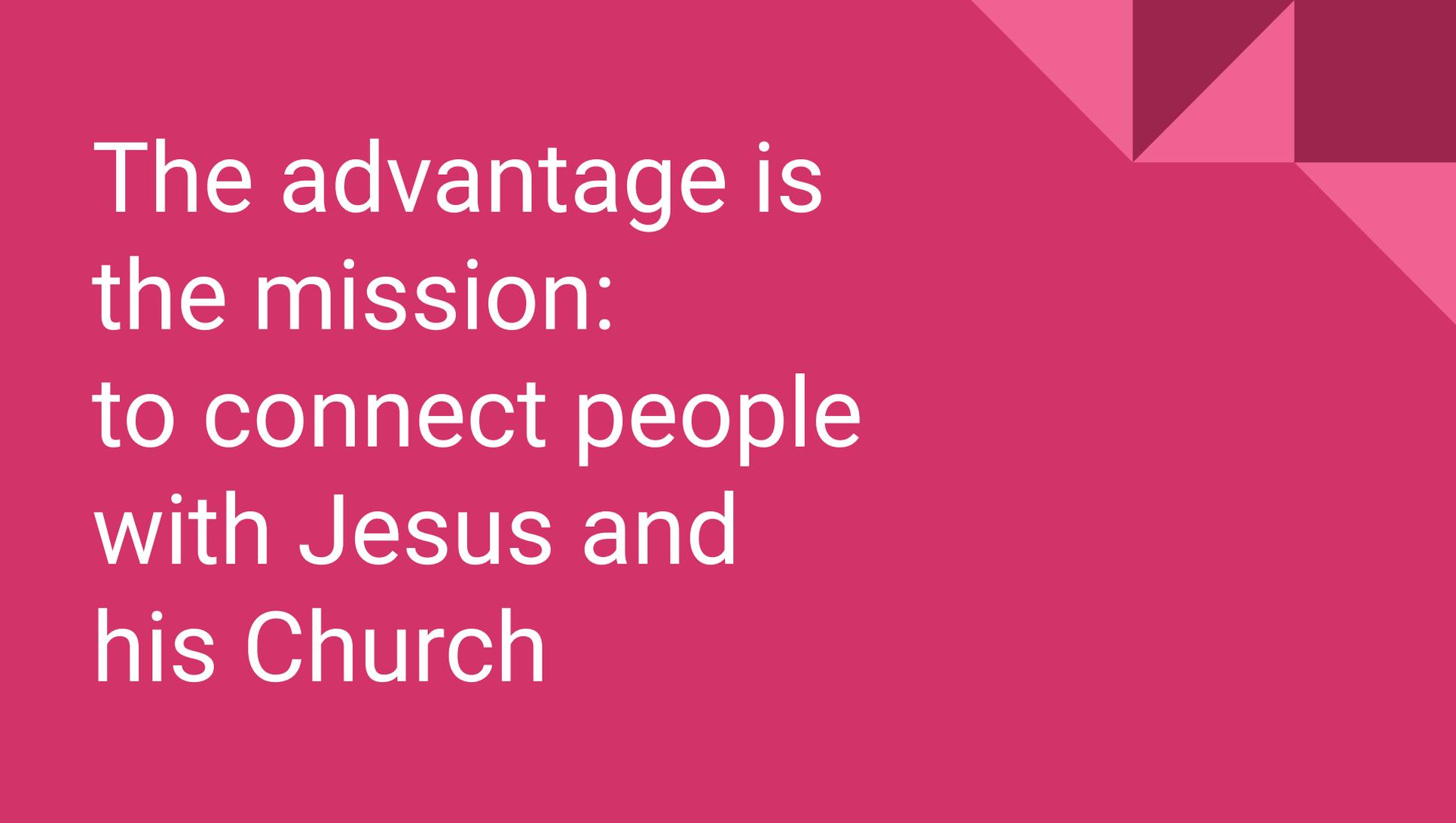
we explored

- Business models show that secular print is declining, but niche print is not and Catholic print has grown
- Overall media trends show most Catholics are online, but few engage in Catholic digital media
- The only proven way to get Catholic content into Catholic homes is with a print publication mailed for free

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Advantages of Catholic print periodicals

- Credibility of official source from the Church
 - Shelf-life of print on coffee tables and doctors' offices
 - Ability to reach into homes that otherwise would not self-select other Catholic media
 - Without Catholic print media, 83% of Catholic homes would not access Catholic content
 - Catholic print media's purpose is the Church's purpose, to grow disciples and evangelize
- 

The background is a solid pink color. In the top right corner, there are several overlapping triangles of different shades of pink and magenta, creating a geometric pattern.

The advantage is
the mission:
to connect people
with Jesus and
his Church

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Thank you
Questions - Comments