

Pitching Catholic Stories to Secular Media

Karna Lozoya

Executive Director of University Communications
The Catholic University of America

No longer merely antagonistic toward the Catholic faith, secular media are largely clueless about the basics of Church teaching. When addressing Catholic issues, particularly those surrounding sexual morality, journalists tend to approach the Catholic perspective as if it were an ancient relic of the past, as they might approach the Amish and their horse-drawn buggies. In this context one might be tempted to wonder: Is it even worth it to attempt engagement with the secular press? Isn't my time better spent engaging with Catholic and other friendly media? Possibly. But, not attempting to engage the secular media is to lose out on significant opportunities to reach a much larger and diverse audience. While it's not easy to find inroads into secular media, it has been done. We'll look at some success stories and learn a few tips and tricks from veteran Catholic communicators.