



## CATHOLIC PRESS

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within a year it went to weekly publication. The original subscription price was \$1 a year, and the papers were delivered by mail. The paper carried advertising, but many of the ads were for Catholic schools, so it is unclear how much revenue was produced.

In the early years, Catholic Action published one page in Italian to reach a broader audience. When the Depression finally ended, Catholic Action also began to print separate editions for the dioceses of Alexandria, Lafayette and Natchez. This system continued until 1954, when the New Orleans edition was published in conjunction with Our Sunday Visitor in Huntington, Indiana. This continued until the final issue on Feb. 24, 1963.

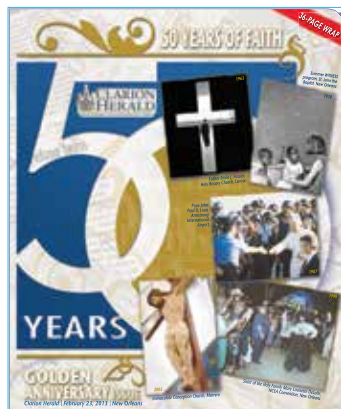
### Clarion Herald (1963-present)

In 1962, with elementary and high schools and churches sprouting up all across the archdiocese,

Archbishop John Cody began making plans to produce what he called “the best Catholic newspaper in the country.”

The expression often is used that “money is no object.” Archbishop Cody authorized a virtual blank check to make his dream a reality. When the first issue of the Clarion Herald was published on Feb. 28, 1963, it was unique among Catholic newspapers and one of the few newspapers in the country to be published using the “offset” printing process.

Offset printing produced unbelievably cleaner, crisper photographic images than were available in most newspapers at the time. Offset printing could rival magazine-type quality resolution on newsprint. On the



strength of the first Clarion Herald printing contract, Century Graphics borrowed the money for its new offset printing press and was launched into business.

It is hard to fathom a diocese in the U.S. today essentially paying for its own printing press. But that is what Archbishop Cody did. From its start under executive editor Msgr. Elmo

Romagosa and associate editor Emile Comar, the Clarion Herald was never afraid to speak out on social issues. It wrote extensively in its early years about the vast changes sweeping through the church as a result of Vatican Council II. And it always emphasized the visual aspect of Catholic journalism.

Msgr. Romagosa and Comar hired photographer Frank H. Methe III away from The Times-Picayune, and Methe’s photographs set the standard for newspaper journalism in the entire country.

The goal of the Clarion Herald is to chronicle the local church in action and inspire readers about their Catholic faith. After Hurricane Katrina in 2005, the Clarion Herald increased the frequency of its publication from biweekly to weekly in order to provide the latest news on the recovery of churches, schools and institutions in the archdiocese.

Because mail delivery was virtually impossible in the aftermath of the storm, the Clarion Herald began delivering the paper to churches each weekend so that parishioners could pick up a copy after Mass. The newspaper also is distributed to stores, pharmacies and other commercial outlets. Readers and advertisers have reported they enjoy the delivery system.

Over the years, the Clarion Herald has won numerous individual and overall awards from the Catholic Press Association of the United States and Canada. It seeks to fulfill its stated mission: “To enable

its readers to grow in their Catholic faith, to develop as mature, well-informed Catholics and to deepen their commitment to and relationship with the Lord, their Catholic faith and their Church.”

Archbishop Gregory

Aymond is the publisher of the Clarion Herald. Father Ronald Calkins, pastor of St. Catherine of Siena Parish in Metairie, is the Clarion Herald’s moderator.

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