



# America

A SMART CATHOLIC  
TAKE ON FAITH  
AND CULTURE

**2022**  
**IMPACT**  
REPORT



# America

Dear Friends:

When I took office as **America's** 15th editor in chief on December 1, we were three days past publishing our interview with Pope Francis on the Monday after Thanksgiving, in which he declared “Polarization is not Catholic.” At the end of that month, we joined the church in mourning the passing of Pope Emeritus Benedict XVI.

And that was just one month—albeit an extraordinarily busy one in Catholic media.

This report covers calendar year 2022, a time of great transition for all of us at America Media. My predecessor, Father Matthew F. Malone, S.J., concluded 10 years of service as editor in chief. Over the course of his tenure, Father Malone recruited a staff (including myself in 2015) and shepherded a vision that saw **America** transform from a print weekly that had a website to a multi-platform media ministry.

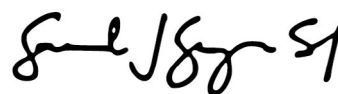
Though the first editor in chief, Father John J. Wynne, S.J., could not have predicted the methods by which it would be achieved, our founding editorial announcement—as a weekly review—in 1909 speculated about “such a time as a daily may be possible.” We now publish news and analysis several times a day on the web, and our daily newsletter alone goes out to more than 100,000 people.

The transformation of the past 10 years has given this “114-year old startup,” as we like to say, renewed vigor for our mission. We face challenges that have reshaped the entire media landscape over the past year, as society emerges from the pandemic and time-on-screen gives way, blessedly, to time-in-person. We are heartened to report that even while our overall web traffic reflects that shift, our digital subscription, our core readership and our generous support from donors have only grown stronger and continues to depend on **America** for a smart, Catholic take that prioritizes civility, charity and a deep commitment to the communion of the church.

We know that the pace of transformation will not slow, nor will the challenges in contemporary media or in the life of the church suddenly vanish. We have built—you have helped us build—a media ministry that is ready to continue transforming and adapting in order to announce the Gospel to the world, for the greater glory of God.

And as you continue to depend on us, we continue to depend on you.

Sincerely in Christ,



Samuel J. Sawyer, S.J.



# #Own Your Faith

Throughout 2022, **America** was a forum for bold and honest journalism in the pursuit of truth, news and analysis for thinking Catholics and those who want to know what Catholics are thinking. We continued to provide groundbreaking coverage of current events at the intersection of the church and the world—telling the stories that matter most to you. Our team led the conversation with fearlessness, intelligence and charity, producing award-winning podcasts, video reports and daily newsletters that provided perspective on a constantly changing news cycle.

In March of 2022, America Media developed and executed a groundbreaking marketing campaign that focused on the critical issues facing the country and the Catholic Church. The campaign ran during Lent through Easter in select East Coast markets. Rather than telling viewers what to think, the #OwnYourFaith campaign posed open-ended questions that beg to be debated with others and require you to look within yourself to discover what you believe as a Catholic. Does pro-life mean anti-gun? Is climate change a moral issue? Who would Jesus cancel? We are made in God's image—has man made woman less?

Recognizing that “the Catholic struggle is real,” **America's** mission is to provide the resources to help make sense of events in the church and the world and encourage difficult but much-needed conversations. For several weeks, **America** hosted a series of conversations around these and other challenging questions. The #OwnYourFaith campaign was executed through print ads in the Wall Street Journal, a digital campaign on WSJ.com, across social media, three :15 videos on YouTube and outdoor postings. The campaign was created in collaboration with Venables Bell + Partners.

## 2022 BY THE NUMBERS

### COMMUNITY

- 65,000 magazine readers
- 15,000 digital subscribers
- 650,000 unique monthly users
- 100,000 newsletter subscribers
- 1,900,000 social media followers
- 145,000 podcast downloads a month
- 62,000 YouTube subscribers

### PARTNERS

- 248 advertisers
- \$759,129 revenue

## EDITORIAL

Here are some highlights from the past year.

- [The America Media Interview with Pope Francis](#): For the first time ever, representatives of **America** sat down with the leader of the global Catholic Church, in a two hour conversation that touched on a wide variety of issues facing American Catholics, from the role of women in the church to the sex abuse scandal to the enduring plague of racism.
- A farewell to Pope Benedict: When Joseph Ratzinger died on the last day of 2022, **America** honored him with a special [video tribute](#), [an obituary from David Gibson](#) and appreciations from [the Rev. Robert Imbelli](#) and [Tracey Rowland](#).
- In its continuing effort to host charitable conversations around polarizing topics, **America** sponsored another installment of The Conversation, bringing together Abigail Favale and Elizabeth Block to discuss [“How should Catholics think about gender identity and transgender persons?”](#)
- When the Supreme Court overturned Roe. v. Wade in June, **America** featured a [range of Catholic voices](#) reacting to the decision, and [revisited the politics of abortion](#) in another installment of the Voting Catholic podcast.

Some of our most popular feature articles demonstrated that God can, indeed, be found in all things. We delved into timely questions around everything from spirituality to scholarship to sports. These stories included:

- John W. Miller wrote about [what happens when capitalism meets Little League](#).
- Nathan Schneider asked if [Catholics have been praying the Our Father all wrong](#).
- Rachel Lu [wondered if our society truly values motherhood](#).
- Simcha Fisher looked at one couple’s experience of [seeking an annulment](#).
- Kaya Oakes wrote about [communication \(or lack thereof\)](#) between men and women in the church.
- Charles Camosy examined [whether Catholic universities will survive](#) the upheaval in higher education.

We worked to help our community process the major news stories of the day through the personal experience of individual Catholics, and we tried to help make the everyday experiences in our church more meaningful.

- Valerie Schultz wrote about the [fears and politics of returning to Mass](#) in a post-Covid world.
- Jane Sloan Peters examined the [connection](#) between Our Lady of Fátima and Russian and Ukraine.
- James Martin, S.J., [asked](#) whether you can really hate the sin and love the sinner.
- Simcha Fisher wondered why, despite hoping for the end to Roe v. Wade, her [relationship to the pro-life movement](#) was complicated.
- We launched our daily Scripture reflections for subscribers.



America | MEDIA  
A JESUIT MINISTRY





## AUDIO

The audio team capitalized on previous successes and continued to produce informative and enriching audio experiences, including:

- “Jesuitical” spoke with heavy-hitter [Fr. Mike Schmitz](#), of “Bible in a Year” fame, and [Sister Ilia Delio](#), a theologian who thinks we can’t separate the evolving nature of our universe and consciousness from our faith.
- On “Inside the Vatican,” we continued our documentary-style deep-dive episodes, covering [What’s happening with the Synod on Synodality](#) and [Pope Francis’ visit to Canada to apologize to Indigenous peoples](#), which was enormously popular, gaining more downloads than any other episode in the podcast’s five-year history.
- “[The Gloria Purvis Podcast](#),” which tackles complex issues in an honest and charitable way, including issues around racism, continued its second season with notable interviews from [Chris Kellerman, S.J.](#) on the history of slavery in the Christian tradition, and an exclusive interview with Archbishop Salvatore Cordileone on his bombshell decision [barring Nancy Pelosi from Communion](#).
- “[Hark! The Stories Behind Our Favorite Christmas Carols](#),” an Advent series that explores the meaning and making of the most beloved Christmas hymns, nearly doubled its listening audience in its second season. It climbed the Apple podcast charts, ranking #4 in Music Commentary and #11 in Music Podcasts in the U.S.

## VIDEO

America’s videos featured compelling stories, informative interviews and dynamic explainers on issues at the intersection of the church and the world. Highlights include:

- We broke new ground with a feature documentary, “[People of God: How Catholic Parish Life Is Changing in the United States](#).” From parish closings to climate crises to the challenge of integrating Hispanic and Anglo communities, the film explores the state of parish life across diverse regions of the country. It was **America’s** first piece of premium video content supporting our digital subscription business model.
- **America’s** video team launched a new video series, “[Think Like a Jesuit](#)” with hosts Paddy Gilger, S.J., and Eric Sundrup, S.J. Together, they dive into some of the most contentious questions in the Catholic Church today, in a light-hearted and entertaining style, using tools from Ignatian spirituality.
- Seeking to shine a light on grassroots stories of faith, **America’s** video team traveled to East Cleveland, Ohio where a historic Black parish community struggled to keep their church open: “[This historic Catholic parish fought to stay open—and won.](#)”



★★★★★  
I loved your article! There is much in your writing that gives me ideas for my meditation time today.  
32

★★★★★  
Stories like this bring tears to my eyes! God is so good!  
19

★★★★★  
Just listened to the latest podcast, and it was outstanding.  
27

★★★★★  
Such a good piece of journalism! Well done.  
14

### SOCIAL MEDIA

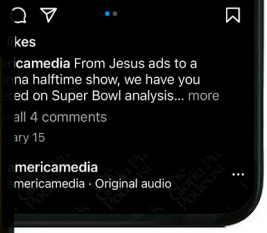
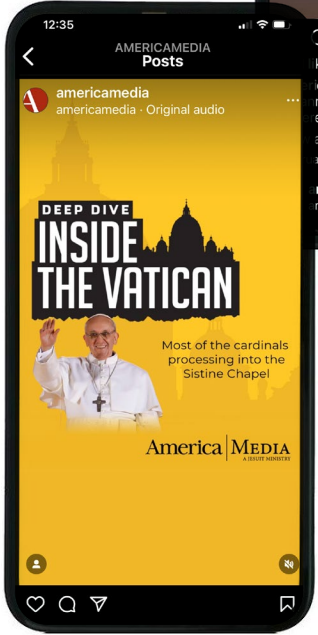
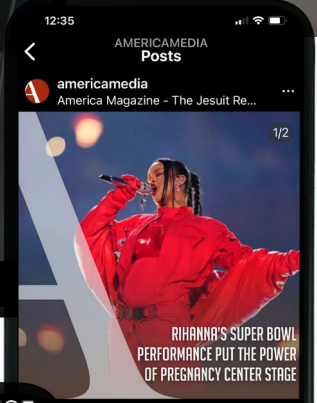
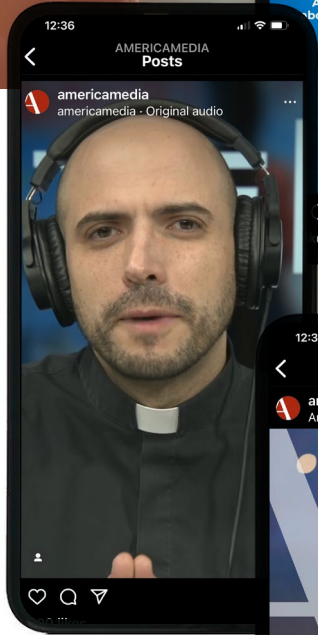
Our Facebook, Twitter and Instagram platforms have continued to host active engagement from our readers and subscribers over the past year. Some highlights:

- We collaborated with our audio and design teams to more prominently feature our podcasts across our social media platforms. Audiograms gave our social media followers a short and compelling sneak peek of each one of our podcast episodes.
- We hosted conversations about the big questions from our brand campaign, #OwnYourFaith. From women in the church to the sex abuse crisis to the Catholic take on climate change, we invited our followers to weigh in and take ownership of their own faith on their social media platforms.
- We re-evaluated our strategy in a drastically shifting tech and social media landscape, making plans to expand to new and growing platforms like TikTok, Reddit and Mastodon.

### NEWSLETTERS

Our daily email newsletters are some of our most important tools for communicating with our audience. Each day our newly published print and multimedia content is delivered to over 100,000 inboxes. This year, we introduced a new and exciting newsletter for our digital subscribers:

- Daily Scripture reflections - Subscribers receive reflections on the Scripture readings for the day each morning in their inboxes. Reflections are written by **America** staff and contributors.





## OUTREACH

In May of 2022, **America** launched Outreach.faith, an LGBTQ Catholic resource, spearheaded by James Martin, S.J., editor at large. Outreach is a website that offers essays, news and other features by prominent scholars and writers, as well as bishops and priests, and those who minister to LGBTQ people. In June, we sponsored a conference at Fordham for LGBTQ Catholics and those who minister to them, with 213 attendees from across the country joining us. Outreach also offers Sunday Gospel reflections and a webinar series called “Outspoken.” Some highlights include:

- [Pope Francis clarifies comments on homosexuality: “One must consider the circumstances.”](#)
- [Walter Brueggemann: How to read the Bible on homosexuality](#)
- [Bishop John Stowe to LGBTQ Catholics: “I love you.”](#)
- [Archbishop John C. Wester: The church should baptize children of same-sex couples](#)

Through the generosity of donors, on Giving Tuesday, \$43,046 was raised to support Father Martin’s Outreach ministry.

- More than 1,175 donors contributed



Dear Friends,

I hope you had the opportunity to read and click through the key milestones America Media achieved in 2022. As you can see, it was a busy year as we worked to bring God’s goodness to Catholics across the country. This year also called for celebration as we honored Father Malone’s tenure as it came to an end and Father Sawyer’s new role as editor in chief.

Our transformation from a weekly print magazine beginning in 1909 into the multiplatform, digital-first organization it is today was possible because of loyal subscribers, listeners and donors like you. Whether you are part of our community through your subscription and donations or by joining us on one of our pilgrimages your investment enables our dedicated staff to labor with dedication to spread the Good News. The support of our friends and benefactors is what powers our mission.

If you are ever in New York City, I encourage you to visit our office to meet some of your favorite editors and see our media ministry, and your investment, at work. You are also invited to deepen your faith by joining us on an upcoming pilgrimage. Not only can our pilgrimages help you explore your Ignatian roots and draw closer to Jesus, but they also provide the opportunity to deeply engage with our staff.

Thank you for positively affecting what we do each day. We hope you will continue to read, listen, watch and invest in our media ministry.

With gratitude and blessings,

*Heather Trotta*

Heather Trotta  
V.P. for Advancement

### SUPPORT

The generous support of our subscribers and donors has enabled us to move through the next phase of transformation and growth as a media ministry. As we focus on the lived reality of the church and how people experience their faith, we are sustained by the support of so many people who are living their faith and want to see it shared with the world.

- \$2,945,447 raised from individual donors and estate/legacy gifts
  - 274 gifts of \$1,000 or more, and 7,762 gifts that were under \$200. Every gift, regardless of size, impacts our vital media ministry
  - 9,243 total gifts
  - 3,828 total donors
  - 1,299 first-time donors
- \$69,212 raised on **America’s** Anniversary Giving Day
  - 928 donors from 47 states and 32 different countries
- Launched the Jesuit Legacy Fund to support the transformation of America Media under Father Matt Malone’s leadership
  - Raised \$966,000 in cash and pledges
  - Hosted a dinner on November 2 with nearly 200 people to celebrate Father Malone and America Media
- Received a transformative grant from Lilly Endowment as part of its “Compelling Preaching Initiative”

### PILGRIMAGES

As part of our travel program, we led life-changing pilgrimages to Ignatian Spain, Lourdes and Paris. The itineraries included visits to centuries-old holy sites, Masses in some of the most beautiful churches and chapels in the world, spiritual reflection and group faith-sharing.

- Traveled through Spain in St. Ignatius’ footsteps with 41 pilgrims and journeyed to Lourdes and Paris with 40 pilgrims

To learn more about our upcoming pilgrimages, click here: <https://www.americamagazine.org/pilgrimages>





*Thank you*  
**America**

A SMART CATHOLIC TAKE ON FAITH AND CULTURE



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