

The Lithuanian Catholic Media Expansion Programme

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LITHUANIA-AACHEN 2019

According to the latest Lithuanian census, **2,350,478** or **77.23 %** of the Lithuanian population identified themselves as part of the Roman Catholic religious community.



Catholic media outlets in Lithuania

- An internet platform <https://www.katalikai.lt>
- 15 periodicals
- Radio Maria <http://www.marijosradijas.lt>
- 1 television and 1 radio programme, transmitting on Lithuanian National Radio and Television (LRT) <https://www.lrt.lt/paieska>

According to research carried out in 2018

40% of Lithuanians are aware of their existence, of which, only

20% read or are interested in their content.



Main findings of AUDIENCE RESEARCH

- People value Catholic media as a non-biased reliable alternative to sensationalist and often biased secular media; they want more un-biased yet values-based news.
- People actively seek content to strengthen their faith, explain Christian traditions, improve their life, and pray; but they want it without moralizing, and in a personal style, such as conversion stories.
- People see Catholic media as too heavy – long, complicated articles; boring style, poor design. Some serious content is okay; but people want shorter, lighter content, in everyday language.
- People are happy to pay for Catholic print publications, but are not willing to pay for online content, or donate to support it. Without enough people contributing towards the upkeep of online media, it cannot be sustainable. However, most users have no problem with advertising in Catholic media, as long as it is ethical.
- Some Catholic media's branding, positioning or design is not appropriate for their target audience.

In early 2018, the Lithuanian Church Chronicle Foundation, with the support of **RENOVABIS** and **CAMECO**, initiated the *Lithuanian Catholic Media Expansion Programme*, which intends to revitalize and professionalize the Catholic media in Lithuania, and seeks to help Catholic media get away from their marginal position.

Partners of the project

- The biggest media outlet of this project - <http://www.bernardinai.lt> – a Catholic online newspaper with cultural, social and religion news.
- **ARTUMA** – a monthly Catholic magazine for families.
- **ATEITIS** – a monthly Catholic magazine for young people, intended for ages 15 to 25.
- **BITUTE** – a bi-monthly Catholic children's magazine intended for children aged 7 to 11.

PROJECT OBJECTIVES for the first 2 years

- To increase the number of readers and users of Catholic media (through collaboration, such as joint marketing and distribution efforts);
- To help key partners to become sustainable;
- To develop social communication approaches for reaching wider parts of society.

Management training with CRC CONSULTING

- 10 training session of 8 hours each, over 6 months, with “homework” in between, to develop their business plans.
- Currently, we are helping each project partner to implement and evaluate their plans.

First-but not last achievements!

COMING TOGETHER
IS A BEGINNING.
KEEPING TOGETHER
IS PROGRESS.
WORKING TOGETHER
IS SUCCESS!

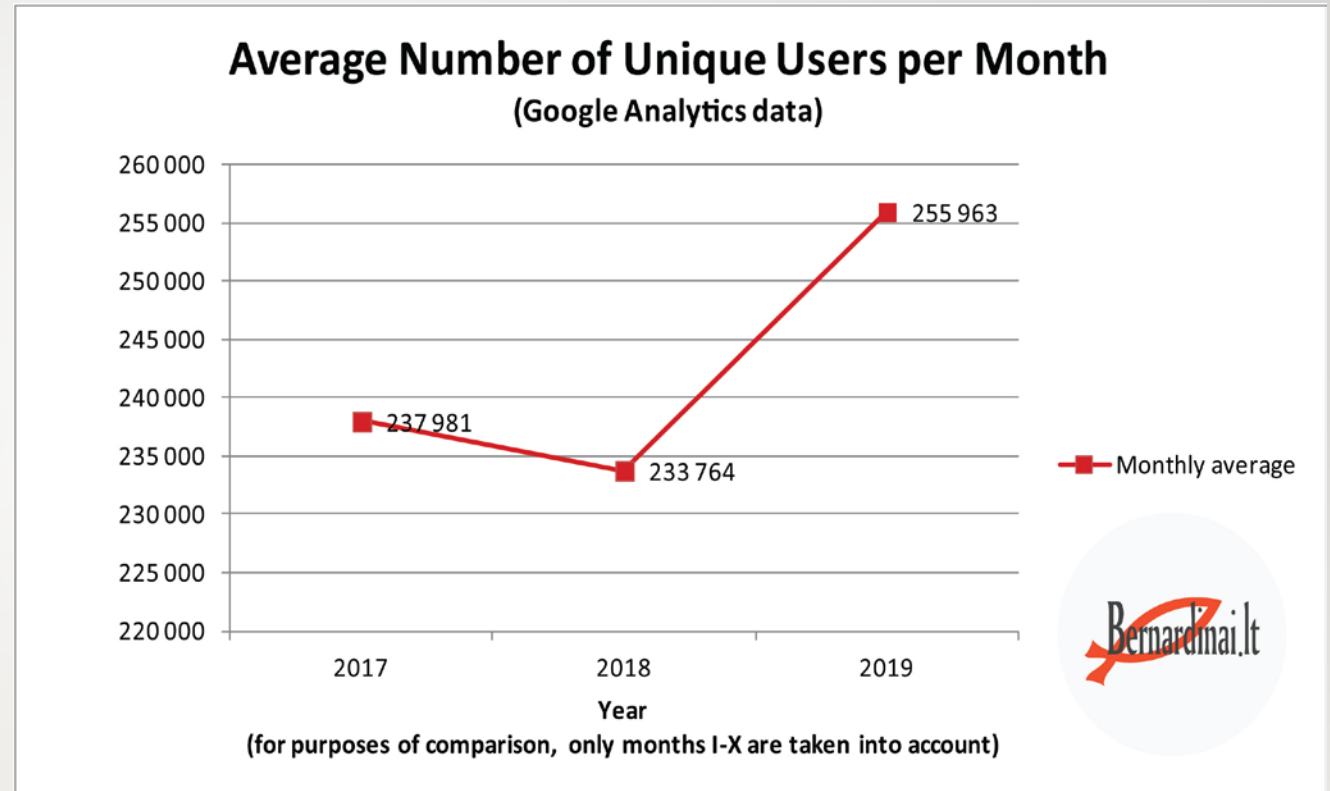


Bernardinai.lt

the biggest media outlet of this project, is taking off.

They also have 67,000 followers on Facebook. Two years ago they had 62,000.

Now, Bernardinai.lt is upgrading the portal design and working on a new fundraising plan.



The youth magazine ATEITIS

has completed check-in, but still has work to do before take-off.

Ateitis circulation of 1,100 jumped in April, when the bishop bought 3,000 copies to give to young people as a Confirmation gift.

A new young editor of Ateitis has been renewing design and content, to communicate values through personal stories.

The logo for the youth magazine 'ateitis' features the word 'ateitis' in a white, lowercase, serif font. The text is centered within a solid red rectangular background.

The children's magazine **BITUTĖ**

bought a ticket, packed a suitcase, knows which direction to fly and has even started to embark – all possible because it found supporters for the journey.

The Church Chronicle Foundation took over Bitutė and enabled it to hire a strong new editor.

A new concept and design for the magazine has been developed.



Magazine for families **ARTUMA**

is not ready to embark on such a new journey, it still needs to find supporters and clarify the desired destination.

The magazine has recently taken steps to strengthen its visibility on the market by being among the major media publications on show in supermarkets (and not just in churches).

The logo for 'Artuma' features the word 'Artuma' in a large, red, serif font. Below it, the subtitle 'katalikiškas mėnraštis šeimai' is written in a smaller, black, sans-serif font. The entire logo is set against a white rectangular background.

Artuma
katalikiškas mėnraštis šeimai

In addition

- Catholic media have started to participate at the **Vilnius Book Fair**, a major annual event in Lithuania drawing all the country's publishing and media companies, and some 70,000 visitors.
- The Lithuanian Church Chronical Foundation organizes an annual **two-day gathering** in Kaunas, for all Lithuanian Catholic media organizations.

What do key partners think about the project?

- “The project made us feel like we’re important to someone and not alone. It motivated us to work and seek ways to grow”.
- “That change of viewpoint grew into practical and realistic strategic decisions which have made the organization more sustainable”.
- “This was the first such professional training for the Catholic media here”.
- “It was useful to stop and review our experience and current situation, to see our possibilities and risks in a new light. That was a stimulus to make some decisions on renewing how we work. It was also valuable to spend time with colleagues from other Catholic media, and we got valuable material from the consultants”.

IN SUMMARY

- The project has an important impact on Lithuanian Catholic media; it is changing their organizational culture.
- For the very first time, the partners of the project are involved in management training with CRC consulting, marketing professionals who have a great impact on their everyday activities.
- Changes always take time and must fully take root before they can bear fruit.
- It's vital to continue the programme, to further support the positive changes that are taking place in the partner organizations, and to not lose what has been achieved.

For further questions, please, contact me

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