



June 8, 2020

**Re: Subscriptions to the *Catholic Herald***

Dear Father:

On Pentecost Sunday, we launched a bold new Evangelization Initiative called “Go Make Disciples” in the Diocese of Madison. I issued a Pastoral Letter, noting that the “recent health scare has made our essential mission to evangelize the world anew all the more urgent. We realize how much we need God.”

Our diocese is using the *Catholic Herald* to educate people of the diocese about our Diocesan Initiative. My Pastoral Letter is being serialized in the *Catholic Herald* for several weeks. In addition, two color pages in each week’s paper are being devoted to evangelization and catechesis. As we know, we need to understand our faith in order to evangelize others. Our diocesan Office of Evangelization and Catechesis is working with the Office of Communications and the *Catholic Herald* staff to put together these educational resources every week. I view our paper as an essential tool in the success of our Go Make Disciples

As my predecessors have emphasized, and I concur, communication is so important in our Church today. One of the most effective means of communication within our diocese is the *Catholic Herald*. I have been using the *Catholic Herald* to teach the people of the diocese through my weekly column, “From the Bishop’s Desk.” The *Catholic Herald* also includes many articles and features covering news in our parishes, Catholic schools, religious education programs, and diocesan offices. The paper also publishes information about the Catholic Church in our nation and in the world.

As we launch our Evangelization Initiative, it would be extremely beneficial if every Catholic household in your parish received the *Catholic Herald*. The paper is a bargain. The parish rate of \$22.80 a year includes a subscription for the print and/or e-Edition of the paper. Studies have shown that people who read the diocesan newspaper are more involved in the Church and give more of their time, talent, and treasure to their parish and their community. Our diocesan newspaper remains the consistent go-to source for Catholic news, formation and inspiration, on the local, national and global level.

Therefore, I ask you to consider subscribing all your parishioners to receive the *Catholic Herald*. Information on circulation promotion may be obtained from the *Catholic Herald* office. Any way you can promote readership of the paper in your parish bulletin, newsletter or from the pulpit would certainly help in the great task of evangelizing our people in this critical time.

I am proud of our excellent, award-winning diocesan newspaper and grateful for any support you can give in promoting it.

Faithfully yours in Christ,

+Donald J. Hying  
Bishop of Madison

**O F F I C E O F T H E B I S H O P**

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