

Greeley

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inappropriate for the paper's family audience or is in opposition to authentic church teaching, he explained. Since he took over as editor last August, Father Widner said there had been one or two other cases of ads being rejected under those criteria.

Catholic New York general manager Arthur L. McKenna said he rejected the *Fall From Grace* ad because his readers expect more of the archdiocesan paper than they do from secular publications.

"The relationship we have with our readers is one of mutual trust," McKenna said. "People think, 'if it's in *Catholic New York* I won't get gyped.'"

His decision to reject the ad "was largely a sense of propriety and taste," he added. "It's not purporting to be a theological exegesis. It's a potboiler and he's promoting it any way he can."

Editors of two papers that accepted the ad said it came down to "our readers are mature adults who can decide for themselves what to read."

The Catholic Herald, newspaper of the Milwaukee archdiocese, ran the ad in its March 25 issue. Editor Thomas Smith said he was "amazed that it's

caused all this controversy. I'm sure the publishers (of the book) are gleeful."

Monica Clark, editor of *The Catholic Voice* in Oakland, said she accepted the ad because "while it's not a topic we particularly wanted to look at, he is a priest in good standing and our readers are mature adults who can decide for themselves."

However, Clark said after a reporter from the *Los Angeles Times* called to ask her about the "controversy," she began to question whether the public relations agency was seeking out papers that would reject the ad as a way of getting more publicity.

"Frankly, I'm feeling a bit used by the publishers," she said. The public relations agency seemed to be trying "to pit one Catholic newspaper against another," she added.

The editor of the Los Angeles archdiocesan paper also questioned what the agency was trying to accomplish with the papers it chose to approach.

"My question is why all of a sudden a secular publisher comes to us with a book ad," said Tod Tamberg, editor of the 37,000-circulation *The Tidings*. "It's a book that's going to be in every po-

pular bookstore across the country. With our circulation being very small vs. the L.A. Times ... it seems to me to be a very ineffectual use of advertising. It makes me wonder what their motive really is."

June Rosner, one of the agency's two partners, told CNS March 29 that she chose the papers to approach with the ad on the basis of cities she knew had substantial Catholic populations.

Rosner said for several years she and Father Greeley had discussed advertising his books in Catholic publications because "he knows 80 percent of his readers are Catholic," but he was reluctant.

Prior to the release of *Fall From Grace*, a consultant arranged for three focus groups to discuss the issues in the book. Based on results of the focus sessions in which "nobody was shocked by the topic" and "nobody had a bad thing to say about the novel," Father Greeley authorized pitching the ads to the Catholic papers, she said.

While the papers highlighted by Rosner & Liss for rejecting the ad are in some of the country's largest cities, they are not all among the nation's biggest-circulation Catholic papers.

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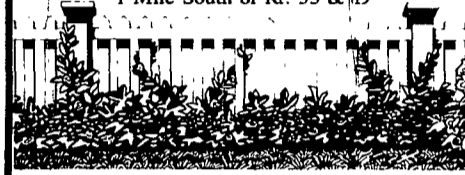
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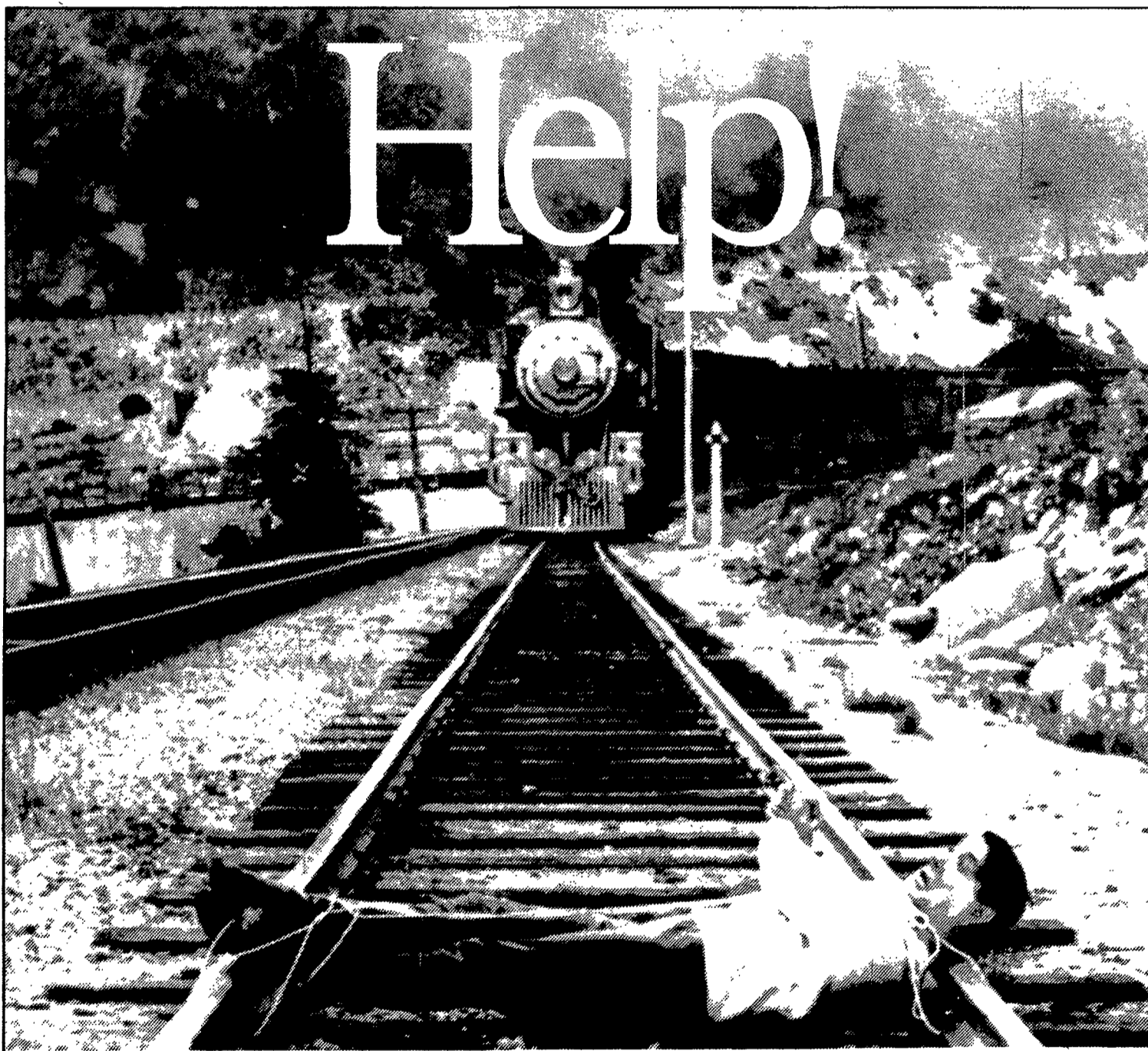
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