I'm Kimberly Eberhardt Casteline, Assistant Professor at Fordham University in the Department of Communication and Media Studies.

Can religious leaders keep up with media?

:40
In terms of how religious organizations use media as a tool, I think that traditionally religion has used media very well. When we think back historically to the Protestant Reformation and the printing press, that was used by several religious organizations, new denominations in the Protestant church that use the printing press and the printed word to disseminate information. The Bible of course was printed in vernacular languages which again spread the Protestant faith. Subsequently, religion really has taken advantage of every single technology from the telephone to the telegraph in the modern era to magazines and today, social media. Lots of religious organizations are using social media. We know the Pope is very very popular due to his Twitter account, and other organizations use it as well. Televangelism is still very powerful and very popular all over the world so I would say a lot of religious organizations, especially the newer ones, the less established ones, are taking advantage of media.

What is the significance of the Pope visiting the Our Lady Queen of Angels school in Harlem?

2:20
I think he (the Pope) realizes the importance of getting young people engaged with the Catholic faith. It sends a very clear message for him to visit a school, especially in Harlem, an underserved community, and what he is saying is that the Catholic Church needs to look to the underserved populations to ensure its future. Coming from Latin America, he knows that that's where the Church is growing. So I think he's sending a very clear message that this is his priority.

Do you think the Pope might use a certain type of rhetoric in order to have them grow in faith, whatever that may be?
I’m sure he will, but what’s interesting with Pope Francis is that he tries to stay away from too much Church jargon when he’s speaking publicly. He’s very aware, or at least it seems as though he is very aware that he is speaking to an audience not just of Catholics, but of a very broad audience, a global audience. He has the eyes of the world on him. I would surmise that in this visit to America the aims of this visit are broader than just reaching the Catholic faithful. He really is sending out a message to people who are interested in faith or who are people of faith. He really is interested in spreading his arms open to everyone. I don’t know how much jargon he’ll use. I think it’s a simple message to be faithful, that you are wanted and needed in the Church. I think he’ll spread a message of welcome.

**How broad is the Pope’s message?**

It seems as if the Pope's message is pretty broad. His message so far has had that type of broad appeal. When we look at the people who have applied to see him in NYC (in Central Park) or to go to mass, it's not just Catholics who want to see the Pope, because of his status as a global celebrity. Again, I know that he's aware of that, just by the sheer number of his Twitter followers, so I'm sure he's cognizant of keeping the message as one that can be heard by Catholics and non-Catholics alike.

**How do you plan on following the Pope's visit?**

I'm teaching a class right now on religion, theology, and new media, and as part of the class, we are watching the coverage of the Pope, and we were looking at how media responds to him. I'm interested in for example, he was on the cover of People magazine, with the headline talking about inside the humble Pope’s personal life. People magazine loves to say inside someone’s personal affairs and it’s not private, but I’m really interested in how the people respond to this. With People magazine and the newspaper coverage, the emoticons, and the bobble-head dolls, it's really interested to me to see how he is treated as a celebrity more than a religious figure. I’ll definitely be following the visit using my Twitter account. I'll definitely be tweeting about the event and about things I see in the media about the coverage, so I like to say I'm doing a sort of meta-analysis. Instead of covering the event directly, I'm really covering the media covering the event to see how the media responds and how this is different than other celebrities. For example, when the royal couple or royals come and do tours like Caden Williams coming to the United States or if the Queen comes, how that's different from when the Dalai Lama came to Central Park and how that's different. I think that
has a lot to do with the media presence of the Pope and his popularity among Catholics and non-Catholics alike that the mass media tends to cover him a little bit differently.

Is there anything else you’d like to add before we wrap up the interview?

10:22-10:55
7:14 You know I think the only other thing is that I’ll be looking at the commodification as well. It’s very interesting that the bobble-head dolls and all of the apps online that you can use just to follow the Pope where he is, I think that’s really interesting as well in terms of the media’s response to the Pope, so I’ll be watching.