

# TNBC Commission for Social Communications

## Annual Report 2019 – 2020

### 1. Significant Activities

The Regional Communications Center from its inception till date has always been fully involved in implementing its vision and mission statement *“To Proclaim the Message of God’s Love through Media”*. It has taken initiative to coordinate with all the diocesan communication centers in production and media formation activities. We are happy to present some of the significant activities that took place from June 2019 to April 2020.

#### 1.1 World Communications Day:

The Holy Father invites the Universal Catholic Church to celebrate World Communications Day (WCD) in every parish and institution to encourage media evangelization mission through mass media and Social media platforms. The Tamilnadu Catholic Church celebrates the World Communications Day on the second Sunday of July every year.

The Regional Center organized the planning meeting of the diocesan secretaries on the 14<sup>th</sup> May 2019, at 10.00 am at Santhome Communications Centre, Chennai, headed by our Chairman Bishop Most Rev. Dr. S. Singaroyan. The theme of World Communications Day 2019, was **“We are Members one of another (Eph 4.25) From Network Community to Human Community”**. With the guidance of our Chairman Bishop the house had a detailed deliberation on Holy Father’s WCD message. Finally we arrived at an action plan to propagate the theme of WCD message through diocesan centers, institutions and Madha TV platform.

1. The Santhome Communications Centre has to prepare a **Sound & Light** programme on the theme of **“From Network Community to the Human Community”** for duration of 1 hour, which can be utilized by our schools and institutions and a telefilm on the same theme to telecast on Madha TV.

The staff priests of Madha TV along with a team of fathers Fr. Paul Jeyakumar, Fr. George Fernandez, Fr. Sudarson and Fr. Deepan had a meeting on story discussion and created a story. The story is all about the problems faced by school children and college youth due to the excessive and improper use of Social Media and how it affects them and their family. Fr. Paul Jeyakumar, the diocesan secretary of Kumbakonam, was given charge to write the script and dialogue for that story. The story was named as “**Kaathadi**”

The story script with 4 dance songs along with theme to make the programme more colorful for stage performance in the schools was produced by Santhome Communications Centre at the expense of Rs.1.5 lakhs. Bp. Chairman released the DVD on Kaathadi a Sound and Light programme on World Communications Day 2019 on 29<sup>th</sup> October 2019 during our Diocesan Secretaries Meeting. The first copy was received by Fr. Paula Jeyakumar, who worked on story, script and dialogue and copies were distributed to all the diocesan secretaries and requested to promote in all the schools at free of cost in their dioceses.

2. The Regional Communications Centre has also produced a **Telefilm** of 90 minutes of the same story “**Kaathadi**”. Mr. Ramesh a well-known Christian film director and scriptwriter was invited to re-write the drama script as visual script and to direct the Telefilm. This telefilm has been dubbed into Hindi, Malayalam and Telugu and it is going to be telecast on the same day on Prathna Bhavam TV in Hindi, Shalom TV in Malayalam, Divyavani TV in Telugu and Madha TV in Tamil. The WCD’s message of Holy Father will be propagated not only to the Catholics but also to all the viewers all over India in their own languages. This is the first of its kind that is going to take place in India in the Television platform and we are proud to say that the Tamilnadu Bishops’ Council Commission for Social Communications and Madha TV have taken the maiden initiative.
3. **Special Talk Show** “From Social network Communities to Network communities”: In view of celebrating the 53<sup>rd</sup> World Communication Day a talk-show programme was produced by the Regional Center and telecast by Madha TV and it was anchored by Mr. Rabi Bernard, Media Analyst

and the special invitees were Fr. Irudayaraj, S.J. from Vis-com dept. of Loyola College, Chennai and Mr. Pradeep John, Tamilnadu weatherman.

4. **Holy Father's message** for WCD was translated and distributed to all the parishes in Tamilnadu through our diocesan secretaries. Similarly, WCD special liturgical celebration Mass Prayers, Readings, Reflections and Prayer of the faithful and a Poster to be displayed in the parish church notice boards and institutions were printed and sent to all parishes in Tamilnadu.
5. The Diocesan Secretaries were also recommended to organize seminars, workshops or studies days on this theme in the institutions of their diocese or in the parishes among the youth to create awareness about the impact of Social Media. The Regional Centre also encouraged the diocesan secretaries that subsidy will be given to organize the above activities.

## **1.2 New Programme Zonal and Diocesan Level:**

The Regional Centre has been producing the following programme for Madha TV

1. **Andrada Unavu:** Fathers, who are good at preaching, were invited to the Regional Centre and they were given chance to preach on the Gospel of the day ended with a small prayer. From May 2019 the programme was given to diocesan production centers to produce with certain regulations. A subsidy for production was given to the diocesan centers for each episode.
2. **Iraivanin Siraguhai:** The Regional Centre invited good choir groups from different parishes and shoot with good audio recording for telecast. From May 2019, the programme was given to the diocesan centers to produce with some uniformity and a subsidy was given to an episode of five songs.
3. **Gospel Singer:** The Regional Center invited individual singers with good voice to sing devotional songs with good orchestra. This programme was called as Gospel Singer. From May 2019, the chance of shooting this programme was given to the diocesan centers and they were also given a subsidy for an episode of five songs.
4. **Aalayam Arivom:** This programme is a documentary about a historic church or shrine in Tamilnadu. This programme is produced by the Regional Center coordinating with the diocesan centers. The diocesan

secretaries were invited to get a script of 2 to 3 pages about some of the historic churches in their dioceses and the technical team at the expenses of the Regional Centre will travel down to their dioceses to cover those churches.

5. **Rosary and Adoration:** TNBC Liturgical Commission released the new translation of our regular prayers. This booklet of new version of regular prayers was distributed to our diocesan secretaries to shoot new episodes of Rosary and Adoration.
6. **Zonal Level Shuffle of Programme and New Programme:** The programme like: Nalvazhi, Thinam Oru Thirupadal, Namadu Thiruchabai Namadu Perumai, were shuffle between zonal production centers. A new concept about effective Christian Parenting developed during the zonal meeting.

### **1.3 Christmas, Lenten and Easter Programme from Diocesan Centers:**

The Regional Centre two months before every special season like Christmas and Lent invites the Diocesan Secretaries and Zonal Coordinators to discuss about the sharing of the programme and scheduling of the same. Usually, all the dioceses are recommended to shoot an episode of Christmas carols and each Zone is given a special programme on the day of Christmas, New Year, Holy Week and Easter Day.

In these special seasons all the diocesan centers are given chance to shoot special Rosary, Adoration and Holy Mass. But during the Holy Week for the past 7 years the Regional Centre has been telecasting LIVE all the Holy Week Liturgical celebrations LIVE from Our Lady of Luz Church, Chennai, with a note that all the faithful are strictly recommended to participate in the liturgical celebrations in their respective parishes and the LIVE in Madha TV is only for the sick, elderly and those who don't have the possibility to go to church. Past 7 years the Regional Centre also brought LIVE the liturgical celebrations from Vatican during these special days.

### **1.4 The Media Evangelization Mission During the Lockdown:**

The Regional Centre has taken an immediate action after the announcement from the Government and stopped its Administrative, Technical and housekeeping staff 90 of them from 21<sup>st</sup> March till date.

The Regional Communications Centre retained 7 of our technical Staff and the 5 staff priests working around 14 to 16 hours every day to keep the production of programme for telecast to quench the spiritual thirst of Tamil faithful all over the world. We also appreciate and render our gratitude to our President Most Rev. Dr. Antony Pappusamy and Chairman, Most Rev. Dr. S. Singaroyan for their practical guidance and support in taking forward this media evangelization mission.

The Regional Centre and Madha TV family thanks His Grace Most Rev. Dr. George Antonysamy for his great support during the Holy Week by celebrating all the Tamil Services. The Regional Centre also thanks Rev. Frs. Peter Thumma, the Parish Priest of Our Lady of Luz Shrine, Fr. GJ Antony, the Parish Priest of the Santhome Cathedral, Fr. Prasad Ignatius, Fr. Kudandai Gnani, Fr. Joe SJ, Fr. Pangiras and Fr. Earnest SDB for helping us to celebrate the English Masses in the Holy Week and the Sister of Stella Maris, Mr. BM Lawrence and Mr. Ave Kannan for supporting us in singing the liturgical songs.

### **1.5 Programmes by in Collaboration with TNBC Commissions:**

Tamilnadu Bishops' Council Commissions like: Liturgical Commission, Youth Commission, Prison Ministry, Inter-Religious Dialogue Commission, Evangelization Commission and TNPCRI Jubilee celebrations produced programme in collaboration with our Regional Communications Centre and telecast in Madha TV. The Symposium on 'Child Protection' by Legal Cell in Trichy was digitally documented by Regional Communications Center.

### **1.6 New Green Matte Shooting Studio:**

During the 2017 floods the entire ground floor of the Regional Communications Centre got damaged. This time with the savings of the Society, we were able to put up a new Green Matte shooting studio in the place where there was a pre-view studio. This part of the building was the first construction of St. Thomas Building 1979. Due to the entry of rain water and dampness the entire interior got spoiled with white ants and fungus. Therefore, we pulled down the spoiled old interior

and built the new green matte studio in view of the future of production space for Madha TV.

### **1.7 Radio Veritas Tamil Service:**

Our Radio Veritas Tamil Service is functioning actively with the hard work of Fr. Prakash Philemen Raj, programme coordinator, from the congregation of Servants of Charity and Fr. Emmanuel Marian, full time producer, from the diocese of Sivagangai. We have selected two more young producers Mr. Joseph Fredrick Arunald and Ms. Judit Arul Selvi and they were sponsored and invited by the Radio Veritas Asia in Manila in January 2020 and returned back in the end of February and now they are working as full time producers for Radio Veritas Tamil Service. Radio Veritas activities are now taking place from the Servants of Charity House, Poonamallee.

### **1.8 Courses on Communication Theology and Pastoral Communications:**

The priests staff from the Regional Communications Centre and Media Professionals from the mainstream Media have provided two credits and one credit courses on Communications Theology and Pastoral Communications in the Major Seminaries like: Sacred Heart Seminary, Poonamallee, Good Shepherd Seminary, Coimbatore, St. Paul's Seminary, Trichy. Since there were only 5 students from Good Shepherd Seminary, Coimbatore they were invited to the Regional Communication Centre and they were given an in house training on Pastoral Communications.

### **1.9 Personnel Management Animation:**

The Regional Communications Center has around 80 staff, who are working in Production department, Admin department, technical department and house keeping. The daily work starts with 30 minutes Eucharistic Adoration and also regular retreats, motivational programmes and relaxation events are organized by the management to help the staff to grow spiritually and to work in good relationship with their fellow staff.

### **1.10 Internship Students from various institutions:**

The purpose of an internship is to develop professional skills in a hands-on environment. 10 Students from different colleges submitted their application to do

their internship in Santhome Communications for a month. The training on various departments like Camera, Visual edit, Computer Graphics and Audio mixing were given to develop their professional skills under the guidance of GM - Programmes productions.

1. Agurchand Manuli Jain College, Chennai : 4 students
2. Anugraha Institute of Social Sciences, Dindigul : 2 students
3. Ayya Nadar Janaki Ammal College, Sivakasi : 1 student
4. Hindustan College of Arts and Science, Chennai : 1 student
5. St. Xavier's University, Kolkatta : 1 student
6. Loyola College, Chennai : 1 student

#### **1.11 Technical Assistance and Consultancies on Audio Designing and Acoustics:**

Rev. Fr. Jackson Louis, the Technical Head of Madha TV, was invited to render consultancies on audio designing and acoustics for Our Lady of Luz Shrine, Chennai; Our Lady of Velankanni, Besant Nagar, Chennai and Divine Mercy Church, Anna Nagar, Chennai.

#### **1.12 Short Report on Diocesan Communication Activities**

The Regional Communications Centre has a good coordination with all the Diocesan Communications Centers. Almost all the Diocesan Centers shows lot of involvement in producing programme for telecast and other communication activities. In their annual reports they have mentioned that seminar and media awareness workshops have been conducted among the youth and diocesan and religious institutions. The usual summer fine arts training programmes and music classes were not able to organize due to the lockdown situation.

1. The Commission Secretary of Dindigul Diocese has visited 34 parishes and celebrated holy mass in 38 churches to promote "Madamthorum Madhavukku" and media mission of Madha TV in a span of 6 months.
2. The Commission for Social Communication of Dindigul Diocese has coordinated with other Diocesan Commission like: Eco Commission, Social Service Commission, Pastoral Commission and rendered support in their activities.

3. Nanjil Natham of Kottar diocese has conducted one day training for Catechism teachers in collaboration with Christian Life Commission on “Teaching Catechism through Media”.
4. Neelavani Communication Center of Ooty diocese has organized seminar on use of mobile phones, privacy and dangers in social media for school students in Gudalore. Moreover, with the support of the diocese and well wishers has strengthened its production capacity with new production equipment and sets to produce children’s programme “Iraiychiyin Chellangale”.
5. Ananda Communications of Sivagangai Diocese maintains details of contributors for Mathamthorum Madhavukku and takes steps to increase their number. It has created an audiovisual production unit with the support of the diocese and contributions from the well-wishers. A folk-arts team has been formed in the diocesan level by selecting students and youth from various parts of the diocese.

## **2. Challenges Faced**

The Regional Communications Center takes sincere efforts to coordinate all the Diocesan Centers in media and communication activities and almost all the Diocesan Secretaries are rendering their best support in taking forward our Region’s Media Mission in the name of Tamilnadu Bishops’ Council. But some times the Diocesan Secretaries are not able to give their best due to the following practical problems.

1. In some dioceses the Secretaries are also serving as Parish Priests or Pastoral Center Directors. We understand the practical problems in some of the respective dioceses. Our humble suggestion is instead of combining Communication Secretaries with the above diocesan ministries, they can be combined with youth or catechism commissions and it will be easy for them to coordinate the commissions and give their best in their commission activities.
2. This year due to the lockdown situation from the month of March onwards the collection of “Maathamthorum Madhavukku” from the faithful through the collection agents has got totally affected and therefore almost 50% of the monthly collection has got affected. Therefore, we request our august body of TNBC to recommend the implementation of Standing Instruction forms at



least in the city and town parishes where there are good number of monthly salary holders.

3. As we have indicated in the past years, **this Media Evangelization Mission has to be safe guarded by a stable financial foundation.** Therefore, we place our humble and genuine request to Tamilnadu Bishops' Council to encourage the faithful to contribute generously on the **World Communication Sunday collection** as they do for **Mission Sunday**. This contribution can be saved in Corpus Fund for the future of our media evangelization mission. In every parish all over Tamilnadu there are 5% to 10% of the faithful who make regular contribution for our media evangelization mission and if we encourage the contribution on the World Communications Sunday collection it will be an occasion to the remaining 80% to 90% of the faithful to make their one time contribution for this media evangelization mission.

### **3. Renovation of St. Thomas Building and Future Plan**

The major part of the St. Thomas Building construction was completed in 1980. Therefore, it needs constant care and renovation to keep the structure intact and strong since it is main breadwinner for Society's media activities. This financial year we have renovated the entire toilet areas of the commercial block. There are ground plus three floors and each floor has got 500sqf for toilet purpose. Due to the seepage of toilet water a major part of the concrete steel rods in the roofing, beams and pillar got corroded; therefore with the guidance of structural engineering professionals the entire structure was reconditioned and renovated.

1. We are planning to put up a new Audio Recording Studio with latest facilities. The existing Audio Recording Studio got damaged during the 2017 floods and flooring in the ground floor has to be renovated with proper water proofing to stop leaking of water during the rainy seasons.

2. We are also planning to renovate the entire ground floor of the St. Thomas Building and complete this work before the end of 2020 with the support of the funding agencies.

#### **4. Sincere Thanks**

The Regional Communications Centre places on record its gratitude and appreciation to the Archbishops and Bishops of the TNBC and Superior Generals, Provincials, Fathers, Sisters and Brothers of the TNPCRI. We acknowledge our appreciations and sentiments of gratitude to our beloved Chairman Most Rev. Dr. S. Singaroyan for his constant support and his valuable guidance in fulfilling our duties in proper accounting and updated execution of legalities in the field of FCRA and TDS. We also thank all our beloved Diocesan Communication Secretaries, Staffs both in the Regional Centre and Diocesan Centers serving for Media Evangelization Mission and all our generous contributors and well wishers.

Most Rev. Dr. S. Singaroyan  
Chairman and Board of Director

Rev. Fr. David Arockiam  
Director and CEO

Date: 13<sup>th</sup> May 2020

Place: Chennai