

TNBC Commission for Social Communications

Annual Report 2021 – 2022

1. Significant Activities

“To proclaim the message of God’s love through media”, is the mission statement of Santhome Communications Centre, which is the Regional Communications Centre of the Tamilnadu Bishops’ Council especially during this pandemic phase. We are pleased to present some of the significant activities of the Regional Communications Centre in this annual report for the year 2021 - 2022

1.1 World Communications Day

The Holy Father invites the universal Catholic Church to celebrate World Communications Day (WCD) in every parish, diocese and institution to encourage media evangelization mission through mass media and social media platforms (Inter Mirifica No 18). Our Tamilnadu Catholic Church celebrates the WCD on the second Sunday of July every year. Since the pandemic was in its peak during these months of May, June and July we decided along with the diocesan secretaries to celebrate WCD in the middle of August 2021.

This year, the TNBC Commission for Social Communications decided to celebrate WCD in an effective manner by producing eight different episodes of 25 minutes each. 5 episodes by 5 Zones and 2 episodes by the Santhome Communications Centre and one by Zion Retreat Center and Dharmapuri Communications Center on 2021 WCD theme **“Come and See” (Jn 1:46). Communicating by Encountering People Where and as They Are.**

1.2 The following are the themes that were produced and telecast on Madha TV.

1. An Introduction to World Communication Day. 25 minutes historical documentary on Church and Communications. **‘உலகத் தொடர்பு நாள் ஓர் அறிமுகம்’** by Santhome Communications Center, telecast on 1st August 2020.
2. **உண்மையை அறிய** by Central Zone, telecast on 2nd August 2020.
3. **உண்மையை சேகரிக்க** by North Zone, telecast on 3rd August 2020.
4. **உண்மையை உணர** by East Zone, telecast on 4th August 2020

5. உண்மையும் துணிவும் by South Zone, telecast on 5th August 2020
6. உண்மையும் வலைதளமும் by West Zone, telecast on 6th August 2020
7. உண்மையிலும் உண்மையாக by Zion – Dharmapuri on 7th August 2020
8. இயேசுவே உண்மையான தொடர்பாளர் & உண்மையின் தொடர்பாளர் by Santhome Communications Center, telecast on 8th August 2020.

1.3 A Feature Film on 2021 WCD Message

The Regional Communications Centre is planning to produce a feature film basing on the 2021 WCD Message by our Holy Father. Last year the Regional Communications Centre produced a 90 minutes telefilm “காத்தாடி” basing on the 2020 WCD Message by our Holy Father. This telefilm was produced in Tamil and it was also dubbed into Malayalam, Telugu and Hindi. This telefilm was telecast on 4 different Catholic Satellite Television on day of Christmas 2021. **This was a great achievement of our Regional Centre and Madha TV, because this was the first of its kind to telecast the same programme on different languages and satellite televisions on the same day.**

1.4 Christmas, Lenten and Easter Programme from Diocesan Centers

Christmas, Lent and Easter are the important seasons, because besides the regular programmes the Regional Center along with the Diocesan Centers produce a good number of special programmes for telecast.

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. Moreover, during these special seasons all the Diocesan Centers are given chance to shoot special Rosary, Adoration and Holy Mass.

Regional Centre has been telecasting LIVE all the Holy Week Liturgical celebrations LIVE from Our Lady of Luz Church, Chennai, for the past 9 years 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. Moreover, for past 8 years the Regional Centre also brought LIVE the liturgical celebrations celebrated by our Holy Father from St. Peter's Basilica, the Vatican during these special days.

1.5 The Media Evangelization Mission During the Lockdown

The Regional Centre was very active during the second wave and continued its media productions with a skeleton number of Administrative staff, Technical staff and housekeeping staff from **21st March till the middle of October 2020**.

The Regional Communications Centre retained just 15 of its Staff and the 5 staff priests and worked 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 TNBC / TNLBC President Most Rev. Dr. George Antonysamy, our former TNBC / TNLBC President Most Rev. Dr. Antony Pappusamy and our Chairman Most Rev. Dr. S. Singaroyan for their practical guidance and support in taking forward this media evangelization mission.

1.6 Courses on Communication Theology and Pastoral Communications

The priests staff from the Regional Communications Centre have provided two credits and one credit courses on Pastoral Communications in the Major Seminaries like: Sacred Heart Seminary, Poonamallee and Good Shepherd Seminary, Coimbatore. We have also offered an one credit course on Bible and Media to the MTh Students at St. Pontifical Institute of Theology, Bangalore. Since there were only 12 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.

The Diocese of Jaffna in Sri Lanka has started a media productions Centre call to produce audiovisual programme. Most Rev. Dr. Justin Bernard Gnanapragasam had requested the Regional Communications Center to give one month training on audio, video and on social media to two priests and two youth from their diocese. The Regional Communications Center trained 4 persons for the Diocese of Jaffna in the month of May 2022.

1.7 Internship Students from various institutions

The purpose of an internship is to develop professional skills in a hands-on environment. Due to pandemic we were able to accommodate only 2 Students from different colleges submitted their application to do their internship in Santhome Communications and Madha TV 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. SRM Institute of Science and Technology, Chennai : 1 student
2. Loyola College, Chennai : 1 student

1.8 Radio Veritas Tamil Service:

Radio Veritas Tamil Service (RVA) is going good by 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 and three more young producers Mr. Joseph Fredrick Arunald and Ms. Judit Arul Selvi are working as full time producers and Mr. Joy Infant as Part-time producer for Radio Veritas Tamil Service. Radio Veritas activities are now taking place from the Servants of Charity House, Poonamallee.

1.9 RVA Tamil Service Productions of the year 2021 - 2022

RVA Tamil Service produce programmes based on 8 common categories promoted by Radio Veritas Asian for all the language services. Each language service has its freedom to make it in our own way rooting in our language, religion, culture and tradition. We share these messages in all our social media platforms such facebook, whatsapp, Instagram, twitter, youtube and so on.

Yearly

- Video production of the *Way of the Cross* for 45 minute was uploaded during the lent. This video brought out the message for Children, Nature-preservation, and family relationships.
- During the season of Advent and Lent, We produced short videos for about 5 minutes to help people participate in the liturgical and charitable activities in a more meaningful ways and get the blessings and graces of God.

Weekly

YouTube

- **News (*Verithaas Seithigal – வேரித்தாஸ் செய்திகள்*):** Every Friday we upload for about 15 minutes video with our perspectives of the informations. This video gives the information about occurrences in Asian countries, untold

stories of Asian people, migrants, outstanding youth, religious events, and other topics.

- **Game Show Video (*Vaanga Vilayadalam – வாங்க விளையாடலாம்*):** Game show for about 10-15 minutes is uploaded every Monday. It creates quest and curiosity among the people. The mode of it is such five general knowledge questions are asked, a clue is revealed, and also the fact behind the answer is described in a novel way. Thus they hunt for the answer.

Daily

- **What Makes this Day (*Tuker Thethi Takkunu Seithi – டக்கர் தேதி டக்குனு செய்தி*):** This video programme is uploaded almost every day. It presents the specialty of the day, its origin, practice and relevance today. We also produce a social media post on the day to share the message with everyone in social media platform.
- **Radio Show:** Audio programme for 30 minutes comprising all the 8 website categories is produced every day. It begins and ends with the RVA Tamil Service signing on and off songs and contains the classic RVA slogan, inspirational Bible verses, Tamil sayings, motivational stories and an ancient Tamil literature and cultural messages.

Special Uploads

- Devotional and social songs are written, composed and produced in Youtube.
- Special programme on inspiring events and persons are produced.
- Every Saturday we go live on programmes like Music, Rosary, Adoration and so on.

Website (8 Categories programs are uploaded (Video/Text))

- **சிந்தனை (Video/Text):** It comprises the thoughts of international and national luminaries, as well as altruistic and dedicated people.
- **நிகழ்வுகள் (Video/Text):** It focuses mainly on Asian events apart from news videos. We publish articles in the website for the reader to understand better. It is also updated in the weekly news.
- **திருவிவிலியம் (Video/Text):** It explores and reveals daily liturgy of the word to keep the listener contemplative.

- **குடும்பம்** (Video/Text): Our audience will hear about relationship challenges, office and home and leisure time management, health suggestions, and kid and senior care.
- **புதிய மனிதர்** (Video/Text): our goal is to bring the world to the real heroes and to tell people that they can do more in their own situations by patterning themselves after such heroes.
- **திருஅவை** (Video/Text): It contains the latest church news, as well as any updates from the Pope and the local church.
- **பூவுலகு** (Video/Text): It's all about nature, how to love and protect Mother Earth, as evidenced by the videos and articles found here.
- **உறவுப்பாலம்** (Video/Text): It creates a space to cherish inter-faith experiences. The beauty and newness in various faith experiences are brought out here through events, articles and videos.

Audience Engagement

- YouTube – 9000+ subscribers
- Website – 1700-2000 reads
- Website (Audio) – 900 reads
- Facebook (Page) – 12k liked the page
- Facebook (Account) – 1.8k friends
- WhatsApp – 5000+ contacts

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 Evangelization 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. Due to the lockdown situation from the month of March 2020 onwards the collection of “மாதந்தோறும் மாதாவுக்கு” 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 and regular pensioners.
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**.
4. **This contribution can be saved in Corpus Fund for the future of our media evangelization mission. In every parish all over Tamilnadu there are 10% to 25% 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 75% to 90% of the faithful to make their one time contribution for this media evangelization mission.**

3. The Renovated St. Thomas Building and the New Infrastructures

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. In the financial years from 2019 to 2021, we have renovated the entire toilet areas of the commercial block and the Communications Centre. As the continuation of the renovation work and new extensions, we also completed the following works in St. Thomas Building.

1. **Santhome Studios** a new Studio with the latest modern media facilities with sophisticated equipment like: Atmos Dolby audio designing, Atmos Dolby Pre-View theater and Sound Recording, dubbing and mixing. Santhome

Studios was opened by film industry music director Mr. D. Imman and blessed by our Chairman Most Rev. Dr. S. Singaroyan on 11th February 2022. This studio was built and equipped by the funds contributed by the Sri Lankan Tamil Catholics of Canada through their Registered Association called **Madha Media Fellowship** in Canada and the funds collected from the Mission Cooperation Project from the various dioceses in USA and Indian Tamil Catholics living in USA.

2. The entire Ground floor, the external area of the building, the parking area, the corridors and stairs inside Communications Center of the St. Thomas Building were renovated and completed by December 2021. The funds to complete this huge project the funds were utilized by the savings of the Commission for Social Communications Society. The ground level of the entire external area of the building has been raised into 1.5 feet height to block the rainwater entering inside the building from the roadside.
3. **St. Thomas Chapel** was opened and blessed on the 5th May 2022. Most Rev. Dr. George Antonysamy presided the Solomon Con-celebration Mass and Consecrated the Altar, Most Rev. Dr. Antony Pappusamy Opened the Chapel and blessed the Tabernacle, Most Rev. Dr. Neethinathan Blessed the Statue of St. Thomas and Stations of the Way of the Cross, Most Rev. Dr. S. Singaroyan Blessed and Crowned the Our Lady of Fatima statue, Most Rev. Dr. Sebastian and Very Rev. Fr. John Robert Blessed the new Media Equipements installed inside the Chapel.

The funds to complete this project were contributed by the Sri Lankan Tamil Catholics living Canada, Switzerland, Norway, France, London, Australia, Italy and the Tamil Catholics of the Our Lady of Lourdes, Klang, Malaysia and some our well wishes in Chennai, Trichy and the savings of our Communications Society, Chennai.

4. The Renovation of the Basement Area.

St. Thomas Building has got a Basement Area of 1600 Sqf. At present, the Punjab National Bank has occupied this area. Due to the continues rains in 2021 and the 40 years old construction the entire basement got damaged due to heavy water seepage.

We have consulted the structural engineers and civil engineers, who have advised almost a kind new construction with water proofing to stop the damage as well as to protect the building.

5. Professional Courses on Media Technology.

We are planning to start professional courses on Media Technology like: Audio Recording, Audio Designing, Video Editing, Computer Graphics and Animations. Already the classroom with basic facilities are ready soon we have equip the classroom and for the syllabus with the support of competent professionals.

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, GST, TDS and other important accounting issues.

We also thank all our beloved Diocesan Communication Secretaries, Staffs both in the Regional Centre and Diocesan Centers serving for Media Evangelization Mission.

We would like to make special note of gratitude to all our major contributors living in Tamil Nadu, Bangalore, Mysore, Mumbai and all over India. Moreover, we would like to make a special mention of gratefulness and appreciation to our Sri Lankan Tamil Catholics living in Canada, Switzerland, Norway, England, France, Germany, Italy, Australia, Denmark and our India Tamil Catholics living in USA, Malaysia, Singapore and the Middle East Counties.

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

Rev. Fr. David Arockiam
Director and CEO

Date: 30th May 2022

Place: Chennai