

Annual Report 2011 – 2012
Tamilnadu Bishops' Council Commission for Social Communications
Santhome Communications Centre
Chairman: Most Rev. Dr. Lawrence Pius
Secretary & Director: Rev. Fr. A. David Arockiam
Assistant Director: Rev. Fr. C. Joseph

Regular Activities

The Regional Centre as usual continues its radio mission and produces the entire programs for Radio Veritas Tamil Service and some selected programs like: radio dramas and talks for Radio Vatican.

From May 2011, the Regional Centre produces the entire radio program for Radio Veritas. New radio programs, which encourage radio listeners to record their personal opinion on particular issues of the week. Moreover, the inter-religious interviews taken from them have increased the number of radio listeners and the number of letters, e-mails and SMS have increased namely: In 2011 it was 17,134 and 2012 it is 23,216.

The Significant Achievements of 2012

The Regional Centre has taken initiatives to bring the diocesan and religious communication centres into the mainstream media.

- a. From 9th of April 2012 till date the Regional Centre continues to telecast **ARULIN NEERAM (Time of Grace)** in **Tamilan TV** from Monday to Thursday daily evening 9.00 pm and on Sundays morning at 10.30 am. On Mondays and Wednesdays Holy Mass from the Our Lady of Velankanni shrine's, Besent Nagar and on Tuesdays and Thursdays an episode with a combination of the day's Psalm and explanation, the day's Gospel and message, the day's Saint and ends with a blessing prayer. This program has been produced with the coordination of the dioceses like: Tuticorin, Trichy, Kumbakonam, Chengelpet, Chennai and Claritian Communications Centre.
- b. The Regional Centre conducted one week workshop (11th till 16th June) on Professional Video Production at Kaveri Communications Trichy, Diocesan Directors from 14 dioceses and technical staffs from the diocesan communications centres all together 37 of them took active participation in this training program.
- c. For Lenten 2013 the Regional Centre again coordinate with the diocesan centres of Tuticorin, Madurai, Trichy, Thanjavur, Sivagangai,

Kumbakonam, Chengalpet, Chennai, Salem, Dharmapuri, Coimbatore, Ooty and Claritian Communications and telecasted **ARULIN KALAM (Season of Grace)** in Tamilan TV. From Monday to Thursday daily evening at 9.00 pm and on Sundays mornings at 10.30 am.

New Initiative from the Region.

On 27th of January 2012 the Tamilnadu Bishops' Council along with the Tamilnadu Pondicherry Catholic Religious Council and Tamilnadu Pondicherry Pastoral Council has decided to start a Catholic Television and named it **Madha TV**. On 7th of July 2013 the Tamilnadu Catholic Church has registered the company called "**Madha Social Communications Ltd**". Three archbishops of the region are the board of directors for the company. The Madha TV board has fixed Rs.1000 for one share. The Regional Centre along with the diocesan communication secretaries met priests and religious of every diocese during their monthly recollections and motivated them to collect shares from the faithful for Matha Social Communications Ltd. We have planned to reach the target of 6 crores as the asset of the company, so that we can approach the Ministry of Information and Broadcasting Affairs for television licence.

Thus the Regional Centre and diocesan communication centres are working together with the hope to start Madha TV before the end of 2013.

The Regional Centre has produced an audio album "**Nambikkai Nacchatiram**" (**The Star of Faith**) for Christmas 2012 and the Year of Faith collecting songs from various dioceses of Tamilnadu.

Diocesan Web Sites

Almost all the dioceses in Tamilnadu region have its active web sites and these sites are periodically updated by website administrators.

Magazines and Periodicals

In Tamilnadu region there are hundreds of magazines and periodicals. Some of the magazines and periodicals are very prestigious and they are more than hundred years old and others are around fifty years old like: **Namvazhvu**, weekly magazine run by the Tamilnadu Bishops' Council; **The New Leader**, fortnightly run by Madras-Mylapore archdiocese; **Sarvaviabi**, weekly magazine run by archdiocese of Pondyicherry; **Arumbu**, Students magazine run by Salesians; **Thiruirudaya Thoodan** and **Poiyavilakku** maganzines and

Narkarunai Veeran a periodical run by Jesuits; **Gnana Thoodan** magazine run by Tuticorin diocese. There are hundreds of magazines run by dioceses, parishes, shrines and religious congregations.

Media Education

The diocesan communication commissions and Signis individual members are promoting Media education. They organize media awareness and media education classes in schools and colleges of their respective dioceses.

Formation in Social Communication

The regional centre regularly conducts one-credit course on Pastoral Communications and Theology of Communication in the two major seminaries of our region.

World Communication Day Celebration

World communication day celebration has been celebrated in all the dioceses of our region. Besides, the Holy Father's message, a special liturgy has been prepared for World Communications Sunday Celebration and distributed to all the parishes through the diocesan communication centre.

We sincerely thank the National Office for Social Communications and the National and Regional bodies of Signis for their continues support and encouragement for our media mission. The Tamilnadu regional centre along with the diocesan communication centres and Tamilnadu Signis is continuing its journey to communicate the Message of Love.

Thanking you,

Fr. A. David Arockiam
Director
Santhome Communications Centre
Chennai.