

Annual Report 2012 – 2013

TAMILNADU BISHOPS' COUNCIL COMMISSION FOR SOCIAL COMMUNICATIONS

SANTHOME COMMUNICATIONS CENTRE

Chairman	: Most Rev. Dr. Lawrence Pius
	<u>Matha Social Communications Ltd. Advisory Body</u>
Finance	: Most Rev. Yvon Ambroise
Administration	: Most Rev. Devadass Ambrose
Production	: Most Rev. Soundararaju
Spiritual Support	: Most Rev. Singaroyan
Secretary & Director	: Rev. Fr. A. David Arockiam
Assistant Director	: Rev. Fr. J. Vimal Dass
Madha TV Zonal Coordinators	: Rev. Fr. Jerald S. Ravi, Rev. Fr. Michael Francis, Rev. Fr. Adiruben, Rev. Fr. V.M.J. Adaikala Raj

At the outset, we place on record our earnest gratitude and appreciation to the outgoing Assistant Director, **Rev. Fr. C. Joseph** of the Arch-diocese of Madras-Mylapore, for all the services that he has been rendering to the Regional Centre for the past two years. He coordinated all the diocesan centres to produce television programs for **Arulin Neeram** and **Arulin Kalam**, which were telecast in *Tamizhan* TV. He organised courses on Theology of Communication and Pastoral Communications for the major seminarians.

We cordially invite our new assistant director **Rev. Fr. J. Vimal Dass**, from the diocese of Salem. He holds a Master's degree in Visual Communication from Loyola College, Chennai. We wish him good luck in the media mission for the Tamilnadu Catholic Church.

With the approval of the TNBC and concurrence of the local ordinaries, the Regional Centre has created an extended new body called **Zonal Office for Madha TV** by bifurcating Tamilnadu region into 4 zones:

- 1. South Zone:** South Zone comprises of Kottar, Palayamkottai, Tuticorin, Madurai and Sivagangai dioceses. **Rev. Fr. Jerald S. Ravi** of Tuticorin diocese is the Zonal Coordinator for South Zone.
- 2. North Zone:** North Zone comprises of Chennai, Chengalpet, Vellore, Pondicherry dioceses and TNPCRI. **Rev. Fr. Michael Francis CMF** is the Zonal Coordinator for North Zone.
- 3. East Zone:** East Zone comprises of Trichy, Thanjavur, Kumbakonam and Dindigul dioceses. **Rev. Fr. V. M. J. Adaikala Raj** of Trichy diocese is the Zonal Coordinator for East Zone.
- 4. West Zone:** West Zone comprises of Dharmapuri, Salem, Coimbatore and Ooty dioceses. **Rev. Fr. Adiruben** of Dharmapuri diocese is the Zonal Coordinator for West Zone.

1. Regular Activities

Heeding to the call of *Inter Mirifica*, the Santhome Communications tries to productively and effectively communicate the message of God's love through various media expressions.

The Regional Centre continues its support in producing the entire radio program for Radio *Veritas* and some selected programs for Radio *Vatican*.

The Regional Centre continues its help in audio & video productions of Catechetical, Biblical, Social and Educational Apostolate. To mention some of our productions that may interest you.

Devotional Albums:

Sacred Heart Shrine, Idaikattur, Sivagangai Diocese.

Uyirppe Unakkaga, Fr. David Jeyasingh, Precious Blood Congregation.

Devotional Songs, Fr. Paul Jayakumar, Chengalpet Diocese.

Diocesan Silver Jubilee Celebration Songs, Vellore Diocese.

Romba Pidicirukku (2013 VBS songs), TNBCLC, Tindivanam.

Nambikkai Natchattiram, Christmas Album produced by the Santhome Communications for the Year of Faith.

Educational Productions:

Program song for TN Headmasters Meeting conducted by TNCE

Dance Drama for Santhome Hr. Sec. School, Chennai.

Dance Drama for Good Samaritan Primary School, Chennai.

Dance Drama for St. Joseph's School, Chennai.

Video Editing & Dubbing:

Velicham (short film for Year of Faith), Kalai Kadal Communications, Thanjavur Diocese.

Siluvai Pesukirathu (7 short films), Kaviri Communications, Trichy Diocese.

Short Film, Fr. Stephen.

Remarks:

Although it's a bit hard when we work out for joint production, coordinating all the diocesan centres for any production work in that matter, the Regional centre has accomplished the task this time by producing a super-hit Christmas album titled "Nambikkai Natchathiram," Around 9000 CDs are sold in a months-time and this project is prepared in commemoration of *Annus Fidei*.

2. Significant Achievements from July 2012 till July 2013

1. Initiative was taken to bring all the diocesan and religious communications centres into the mainstream media.

- a. **'ARULIN NEERAM' (Time of Grace):** For over a year (i.e., from 9 April, 2012 to till date) the Regional Centre has been producing video programmes in **Thamizhan TV** from Monday to Thursday daily evening

9.00 pm and on Sundays morning at 10.30 am. with the following schedule:

Day	Programme
On Mondays and Wednesdays	Holy Mass (Our Lady of Vailanganni Shrine, Besant Nagar)
On Tuesdays and Thursdays	Psalm proper for the day is visualised Gospel Reading followed by short reflection Message about Saints proper for the day Prayer & blessings
On Sundays	Documentary about Churches (3 churches in an episode)

This programme is produced with the help of the following dioceses: Tuticorin, Trichy, Kumbakonam, Chengelpet, Chennai, Ooty and Claretian Communications Centre.

- b. **Media Workshop:** the Regional Centre organised a special workshop for the video technicians those involved in video production from 18th to 20th June, 2012. 37 technicians working in various diocesan communications centres participated and benefited.
- c. **Lenten Programme 2013:** During the Lenten season, the Regional Centre telecast video programmes titled “**ARULIN KALAM**” in coordination with the following diocesan communication centres: Tuticorin, Madurai, Sivagangai, Trichy, Thanjavur, Kumbakonam, Ooty, Coimbatore, Salem, Dharmapuri, Chengalpet and Claretian Communications.

2. Virtual Shooting Floor

The Regional Centre has put up a new virtual shooting floor spending 35 lakh rupees for the production purposes of upcoming Madha television channel. Our sincere thanks to our Chairman, Most Rev. Lawrence Pius, for his support and encouragement to set up this ultra modern virtual shooting floor at Santhome Communications Centre. His Lordship blessed and inaugurated the floor on the 30th April in the presence of diocesan directors of commission for social

communications. We also appreciate the generous contribution made by Rev. Mother Leema Rosario SSA for this project and whose financial assistance indeed helped us to complete the project.

3. Visit to Shalom Television Channel

As the preparatory groundwork for Madha Television Channel is on pursuit, we thought that it would be of great importance to visit an existing successful Catholic television channel. Shalom TV in Kerala, which has huge success stories in terms of production and promotion as well, was chosen for our visit. On 21st of May 2013 a group of diocesan directors, zonal coordinators and the Regional Director made a visit to shalom TV. The Managing director of Shalom Communications Ltd., Mrs. Mary K.K. and the Managing Director of Shalom Media Trust Mr. Zacharias Augustine explained to us various activities happening in the media house. The interaction gave us useful details with regard to licensing process, preproduction work, telecast particulars and of course financial management. This discussion led us to the realization that they built this media house only through prayer and the active participation of their prayer group members.

4. Madha TV and Shares

After the historical decision taken on 27th January 2012 by TNBC to start Tamil Catholic satellite television channel and christening it as **Madha TV** on 18th of July 2012, the number of shares to be collected in each diocese was allotted and approved by TNBC's annual meet. A big thanks and appreciation to all the diocesan directors and the staff working at regional centre for their commitment and hard work in accomplishing the given task. And as of now by the grace of God and positive reception and generous support of the faithful we have almost reached the target of collecting 50000 shares i.e., 5 crore rupees.

Shares Collected Particulars:

5. Madha Media Trust

The composition of this upcoming Madha TV channel comprises of two phases:

Phase One: Building up **Matha Social Communications Ltd.**, through which we were able to collect shares for 5 crore rupees to be utilised as security deposit to apply for licence to run the television channel.

Phase Two: Building up **Madha Media Trust** with a financial reserve of 5 crore rupees. This is to be worked out by collecting contributions from the dioceses, religious congregations, well-wishers, and Tamil speaking Catholics in the diaspora. This fund will be utilized for production cost, paying rent to satellite uplink, cable network & DTH services and for staff payment. In connection with this project and for further stepping up on the same, on 4th June 2013, the TNBC Commission of Social Communications under the leadership of its Chairman Most Rev. Lawrence Pius convened a meeting with Superior Generals, Major Superiors and Provincials of TNPCRI. The TNPCRI members welcomed this project and agreed to contribute generously for Madha Media Trust.

3. Challenges & Problems Faced

1. The Regional Centre has taken up a mammoth job of creating a Catholic Satellite Channel in Tamilnadu with the prayers, blessings and support of our beloved archbishops, bishops, priests, religious and laity. In the process of realizing this media mission, the Regional Centre collaborates with diocesan units for information dissemination and establishing people relations. The Regional centre has also taken effort to set up zonal offices in four places of Tamilnadu for better acceleration of the work.
2. The big challenge and problem we face in the field is the lack of cooperation from our Catholic clergy, who fail to announce the information or propagate negative ideas about **Madha TV** to their faithful. We particularly mention this here, because this type of attitude slows down the process and remains stumbling blocks.
3. Madha TV is an initiative of the Tamilnadu Catholic Church promoted by TNBC for Tamil Catholics all over the world. We feel sorry to state that some of the parish Priests, heads of Institutions think that this is “not for them.” This mentality makes them to extend “nil involvement” when our delegates or we approach them for promotion work.

Suggestions

In the name of our Chairman, Most Rev. Lawrence Pius, we appeal Your grace, Your Excellencies, Superior Generals, Provincials, and delegates to restate the importance of this noble project to the priests and religious, rejuvenate the need of teamwork, understanding and above all cooperation to actualise this project. We assure you that Madha TV will be a powerful tool to make Jesus present in this digital age and will serve as an effective platform for New Evangelization.

4. Plans for 2013 -2014

1. The Regional Centre has planned to give professional training on video production to the technical crew of diocesan communication centres for producing television programs for Madha TV in line with existing industry standard.
2. Before launching the satellite television channel, the Regional Centre is planning to start Web TV shortly. Thus programs will be web-cast via the Internet. We are also trying to create mobile APPS so that people can watch the programme in their mobile phones.
3. The Regional Centre had applied for a slot in Podhigai TV and got 364 episodes from **Doordarshan Kendra**. The Regional Centre, having made a contract with **Podigai TV** to telecast devotional programmes daily in the morning from 5.30 to 6.00 and the telecast will start from the beginning of September 2013.
4. The Regional Centre is planning to organise conventions and fund raising events for **Madha Media Trust** all over Tamilnadu.
5. The Zonal Coordinators have intended to send a letter of thanks to all the shareholders and call them for a meeting in each diocese of their zone. This is to inform the shareholders about the recent happenings at the Regional Centre and to create cordial association with them for further affairs.

Expected Outcome

The starting of Web TV will be a great gain for us as it will help us to get ready with the productions for the upcoming Madha TV and all the more this will enable us to take our media mission to the international arena.

Telecasting programme in **Podhigai TV** daily morning will support us to reach out to our Catholics all over India and abroad for **Podigai TV** is streamed in all cable networks and DTH services.

5. Approval Required

1. The Regional Centre requests the TNBC to encourage **Nam Vazhvu** to pay back the loan of Rupees 15 lakhs. The Regional Centre is in need of money to renovate its commercial complex. The Regional Centre spends a good amount of its income for the initial expenses of Madha TV.
2. The Regional Centre makes advertisements in the Regional magazine Nam Vazhvu, for example: Madha TV shares, Lenten Special programs and Arulin Neeram, etc. The Regional Centre requests the TNBC to set a policy that the regional commissions will only make a nominal payment for advertisement in Nam Vazhvu.

We thank our beloved Chairman, Most Rev. Lawrence Pius, for his constant guidance and support. It is our duty and pleasure to offer our heartfelt gratitude to all our Archbishops and Bishops for their support and blessings. I personally thank my cherished collaborators particularly Rev. Fr. C. Joseph, Rev. Fr. Vimal, Rev. Fr. Jerald S. Ravi, Rev. Fr. Adiruben, Rev. Fr. Michael Francis CMF., Rev. Fr. A.M.J. Adaikalam, Directors of the Diocesan Communication Centres, Sr. Leema Rose, Sr. Nirmal, Sr. Roselet, Sr. Cinderella and the Staff of Santhome Communications Centre.

It is God's providence and Our Lady's intercession that keep us growing. We seek your valuable prayers and blessings to continue our march to proclaim the Message of God's Love through Media.