

Annual Report 2013 – 2014

TAMILNADU BISHOPS' COUNCIL COMMISSION FOR SOCIAL COMMUNICATIONS SANTHOME COMMUNICATIONS CENTRE

Chairman:	<i>Most Rev. Dr. Lawrence Pius</i>
Secretary & Director:	<i>Rev. Fr. A. David Arockiam</i>
Assistant Director:	<i>Rev. Fr. J. Vimal Dass</i>
Zonal Coordinators:	<i>Rev. Fr. Jerald S. Ravi, Rev. Fr. Michael Francis, Rev. Fr. Adiruben, Rev. Fr. V.M.J. Adaikala Raj</i>

Our Sincere thanks and appreciation to **Rev. Fr. C. Joseph**, from the archdiocese of Madras-Mylapore, for his contribution to the Regional Centre for the past two years. He coordinated with all the diocesan centres to produce television programs for **Arulin Neeram** and **Arulin Kalam**, which are telecasted in Tamilan 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 is known for his creativity, hard work, commitment, and amiable relationship with all. We wish him a successful media mission for 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 **Madha TV Zonal Office** by dividing Tamilnadu region into 4 zones.

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

1. Regular Activities

Santhome Communications Centre, the immediate response of the Tamilnadu Bishops' Council to the call of Inter Mirifica, successfully communicates the message of God's love through media.

The Regional Centre continues to produce the entire radio program for Radio Veritas and selected programs for Radio Vatican.

The Regional Centre continues to render its technical support for Catechetical, Biblical, Social and Educational productions.

Devotional Albums:

Sacred Heart Shrine, Idaikattur, Sivagangai Diocese.

Lenten Special Songs, Fr. David Jeyasingh, Precious Blood Congregation.

Devotional Songs, Fr. Paul Jayakumar, Chengelpet Diocese.

Diocesan Silver Jubilee Celebration songs, Vellore Diocese.

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

Nambikkai Natchattiram, Regional Centre's Production for Christmas and 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 Kadali Communications, Thanjavur Diocese.

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

Short Film, Fr. Stephen,

Remarks:

It is a difficult job to coordinate with every diocesan communication centre to bring out a joined production; still the Regional Centre has succeeded in this. For example, "**Nambikkai Natchattiram**" a devotional album for Christmas and Year of Faith. Songs for this album was collected from 10 different dioceses and almost 9000 CDs were being distributed in one-month time.

2. Significant Achievements from July 2012 till July 2013

1. The Regional Centre has taken initiatives to bring the diocesan and religious communications 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, Ooty and Claritian Communications Centre.
- b. The Regional Centre conducted a special workshop from 18 to 20 of June, for the video technicians those who are involved in the production of "**Arulin Neeram**". Technical staffs from the diocesan communications centres all together 37 of them took active participation in this workshop.
- c. For Lenten 2013 the Regional Centre telecasted "**ARULIN KALAM**" coordinating with the diocesan communication centres of Tuticorin, Madurai, Sivagangai, Trichy, Thanjavur, Kumbakonam, Ooty, Coimbatore, Salem, Darumapuri, Chengalpet and Claretian Communications.

2. Virtual Shooting Floor

The Regional Centre has put up a new virtual shooting floor spending almost 35 lakhs in view of **Madha TV**. Our sincere thanks to our Chairman Most Rev. Lawrence Pius for his support and encouragement to put this ultra modern shoot floor. It was blessed and inaugurated by him on the 30th of April in the presence of our diocesan directors. Our sincere thanks to Rev. Mother Leema Rosario SSA., for supporting us financially to complete this project.

3. Visit to Shalom Television

In building up **Madha TV**, we follow the successful example of **Shalom TV**, run by a group of Catholic laity under the patronage of their local bishops in Kerala. On the 21st of May 2013, a group of diocesan directors, zonal coordinators and 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** and their team spend the whole with us. They

presented every activity of Shalom television and explained every detail about production, telecast, management and funds. While explaining the progress and success of Shalom TV they expressed with proud that its all only due to prayer and more prayer.

4. Madha TV and Shares

After the historical decision taken on 27th January 2012, by TNBC to start Tamil Catholic satellite television and christening 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 huge thanks and appreciation to the diocesan directors and regional centre's staff, because of their hard work and sacrifice we have been able to reach the target of 5 crores.

The details about the shares collected:

5. Madha Media Trust

The development of **Madha TV** has Two Phases:

Phase One: Building up **Matha Social Communications Ltd** with 5 crores as security deposit through floating shares, in order to apply licence to run **Madha TV**.

Phase Two: Building up **Madha Media Trust** with 5 crores and above by collecting contributions from each diocese, religious congregations, well wishers and Tamil Catholics living over seas. This fund will be utilized for production, to pay rent to satellite, cable network and DTH services and for staff payment. In future, people's contributions, donations, slot payments and sponsors will develop Madha Media Trust.

On 4th June 2013, TNBC Commission of Social Communications under the leadership of its Chairman Most Rev. Lawrence Pius conducted a meeting with Superior Generals, Major Superiors and Provincials of TNPCRI. The TNPCRI members agreed to contribute generously for Madha Media Trust.

3. Challenges & Problems Faced

1. The Regional Centre has taken up a huge challenge of developing a Catholic Satellite Channel with the prayers, blessings and support of our beloved archbishops, bishops, priests, religious and laity. In the process of realizing the

new initiative, the Regional Centre works collectively with all the diocesan directors and has built up the zonal offices to work more effectively.

2. The big challenge and problem that was face is the lack of cooperation from our Catholic clergy, those who refuse to announce about **Madha TV** to their faithful. We cannot generalize this issue but at the same time, we cannot neglect this problem.

3. Madha TV is an initiate of the Tamilnadu Catholic Church promoted by TNBC, for Tamil Catholics all over the world. But, the challenge and problem what we face is the lack of feel that Madha TV is our television, which is going to support our Tamil Catholics. Majority of the parish priests and institution heads, in order to encourage their local projects like constructions and celebrations, they render very little attention or even they have abandoned this macro project, which is going to support the Universal Tamil Catholic Church.

Suggestions

The Regional Centre in the name of its Chairman Most Rev. Lawrence Pius make a humble request to our beloved archbishops, bishops, superior generals, and provincials to encourage their priests and religious to promote this new initiate, which is going to be a powerful instrument for re-evangelization and faith formation.

4. Plans for 2013 -2014

1. The Regional Centre has planned to give more professional training on video production to the staff of diocesan communication centres, in view of producing television programs for Madha TV.

2. Before we go for the launch of satellite television the Regional Centre is planning to start shortly Web Television. Thus Catholic programs will be communicated via Internet. Our web telecast will be made available in smart phones through special applications (Apps) with the help of modern social network technology.

3. The Regional Centre has applied and got 364 episodes from **Doordarshan Kendra**. Therefore, the Regional Centre has made a contract with **Podigai TV** to

telecast Catholic program 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 plans to organise conventions and different fund raising programs for **Madha Media Trust**.

5. The Zonal Coordinators have planned to send a letter with a note of thanks to shareholders and call them for a simple gathering in each diocese of their zone. This is to create an understanding and to inform them about the further steps that have been taken in the creation of Madha TV.

Expected Outcome

The telecast of **Madha TV** as web television will be a great start, because it will help us to get ready with the productions before we launch the satellite television and at the same time, our media mission will get established internationally.

The morning telecast in **Podigai TV** will support us to get established among our Catholics all over India, because **Podigai TV** is available 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 is spending 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 to bring its ads in Nam Vazhvu.

We thank our beloved Chairman, Most Rev. Lawrence Pius for his 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 and the Staff of Santhome Communications Centre.

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