

COMMISSION FOR SOCIAL COMMUNICATIONS SOCIETY & MADHA TV

Annual Report 2014- 2015

The office bearers TNBC Commission for Social Communications, Zonal co-ordinators, the Diocesan Social Communication Secretaries and Tamilnadu Signis extend our earnest gratitude and appreciation to the outgoing Chairman Most Rev. Dr. Lawrence Pius, Bishop of Dharmapuri, for all the services and support that he has been rendering to the Commission and particularly to Madha TV for the past three years. It was he, who proposed the miraculous name of Our Lady "Madha" to our Tamil Catholic Satellite Television and the channel was christened as "Madha TV". We wish and pray for the success of his pastoral mission in his diocese.

Most Rev. Dr. S. Singaroyan, Bishop of Salem, was appointed to take care of the office, namely the accounts, bank transactions and other official matters both for Santhome Communications and Madha TV during the TNLBC meeting held at the Archbishop's House, Chennai on 6.6.2014. He will be in office till the annual meeting of TNBC / TNLBC.

The Administrative Board of Madha TV

Most Rev. Dr. Peter Remigius, *President, TNBC*

Most Rev. Dr. Singaroyan

Most Rev. Dr. Antony Devotta

Most Rev. Dr. Yvon Ambroise

Most Rev. Dr. Soundararaj

Most Rev. Dr. Lawrence Pius

The Office Bearers for Madha TV

Rev. Fr. A. David Arockiam, *Chief Executive Officer*

Rev. Fr. Vimal, *Chief Operational Officer*

Rev. Fr. Adiruben, *General Manager, Finance*

Rev. Fr. Jackson Louis, *General Manager, Transmissions*

Rev. Fr. Jerald Ravi, *General Manager, Marketing & Zonal Coordinator, South Zone.*

Rev. Fr. V.M.J. Adaikala Raj, *Zonal Coordinator, East Zone.*

Rev. Fr. Michael Francis, *Zonal Coordinator, North Zone.*

Rev. Fr. Thaddeus, *Zonal Coordinator, West Zone.*

1. Regular Activities

1.1 Radio Ministry

The Regional Communications Centre from its inception, in responding to the call of *Inter Mirifica*, communicates 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 Tamil Service and some selected programs for Radio Vatican.

1.2 Television Ministry

The Regional Centre has been producing television programs for the National television and other Private Channels. These programs were telecast for the special seasons like Lent, Christmas and other special occasions.

1.2.1 Arulin Neeram

The Regional Centre produced "ArulinNeeram" and telecast it in Tamilan TV daily at 9.00 pm till Last September 2013. This program was produced with the support of the following dioceses: Tuticorin, Trichy, Kumbakonam, Chengleput, Chennai, Ooty and Claritian Communications Centre.

1.3 Madha TV Project

1.3.1 History

The TNBLC / TNBC took the historical decision on 27th January 2012 during the half-yearly meeting, at Trichy to float shares from the faithful on 18th July 2012 at St. Thomas Mount, Chennai.

The set target of collecting 5 crore rupees was reached in August 2013 and subsequently the task of acquiring the television licence and setting up the studio works were accomplished.

On the 29th of January 2014 a grand inaugural function of the TV Channel was organised at ArungodaiIllum, in Trichy. Madha TV Logo was unveiled in the august presence of our Tamilnadu Bishops, Catholic Professionals from Media, hundreds of priests, religious and thousands of faithful.

Millions of thanks and appreciation to all the diocesan directors and the staff of the Regional, Zonal and Diocesan Centres for their commitment and hard work in accomplishing the foundational task of floating shares, distribution of the share

certificates and taking up the campaign, Maathamthorum Madhavukku a fundraising project of Madha TV.

1.3.2 Madha TV On Air.

The long awaited project of owing a Tamil Catholic Satellite Channel was realized on the 11th February 2014, titled Madha TV.

On the feast day of Our Lady of Lourdes, at 5.00 am Madha TV started proclamation of the Good News and evangelization via TV medium and the Internet. Today thousands and thousands of faithful both in Tamilnadu and abroad are watching Madha TV through television, Internet and mobile apps. All the more, we are happy to state that Madha TV has earned a considerable number of viewers from other sects and religions as well.

1.3.3 Programs

Santhome Communications Centre is producing almost 70% of the daily programs of Madha TV.

Daily Programs

1. JâfY MÆu«
2. âU¥ðfœ khiy
3. âU¥gÈ
4. flîY tz;f«
5. ïiwtÅ< áwFfY
6. ghlšfY
7. vL∂J thá
8. b#gkhiy
9. Muhjid
10. Praise & Worship
11. Goodnight Talk

Weekly Programs& Special Programs

1. FfOP neu«
2. ïiwí« ïa%oifi«
3. mt@ bga@ kÇah
4. mUË< C%oW
5. ïiw ïu;f b#gkhiy
6. Rj< (áYit¥ghij)
7. _ntis k<whfL
8. ãuZ vL bgÆ©£ g©Q
9. kÇna thœf
10. m^anjhÂah@ tz;f«
11. khjh tz;f«
12. Mya« m¿nth«
13. t^ajJ« j^aJ«
14. tÊgL thœth»l
15. Md^aj ky@fY
16. vG xËâR
17. ÉU«ò»nw< FzkhF
18. ãyh K%ow«

Programs Produced by North Zone

1. âUÿghlš
2. òœjf« m¿nth«
3. âUÿgÈ (thu« xU Kiw)
4. ÉÉÉa tFÿò

Programs Produced by South Zone

1. âd« xU òÅj®
2. cwîfÿ nk«gl
3. ekJ âUçrig ekJ bgUik (thu« xU Kiw)
4. řj thu âUçrig (thu« xU Kiw)
5. âUÿgÈ (thu« xU Kiw)
6. PhÆW kiw;řšÉ (thu« xU Kiw)
7. řšy⊙âš iiwahfá
8. Choir class

Programs Produced by East Zone

1. FfOP neu« (thu« _çW Kiw)
2. ThirusabaiSattam (thu« xU Kiw)
3. âUÿgÈ (thu« xU Kiw)
4. âd« xU brÆâ (âdK«- F«gnfhz« kiwkhtf1«)

Programs Produced by West Zone

1. âfòš ÉÉÉaÿgÿÈ
2. âUÿgÈ (thu« xU Kiw)
3. âfòš ÉÉÉa gÿÈ

1.3.4 The Visibility of Madha TV.

Thanks to the initiative of the bishops and to our Honourable Chief Minister Selvi Jayalalitha for passing order to Tamilnadu Arasu Cable to distribute Madha TV all over Tamilnadu. The viewership is increasing day by day.

The live streaming of Madha TV via Internet is increasing all over the world. Making use of the high-speed CDN technology servers, our live stream has reached more than 15000 viewers at a given time on an average. The number of Madha TV viewers through mobile apps are also in thousands.

On the distribution side, there still exists a challenge of viewership within Chennai. But happily we have obtained a positive collaboration with SCV – a major cable distributor within Chennai. For the past one month after a long negotiation now Madha TV appears in the following cable networks in Chennai:

ArasuCable both via Cable and Set Top Box channel No. 704

Aadhar Cable both via Cable and Set Top Box channel No. 875

SCV (Sun or Sumagali Cable Vision) only in Set Top Box Channel No. 774

In a very short span of period we distributed Madha TV in a wide manner. Today Madha TV appears through television in Tamilnadu, Mumbai, Colombo, Jaffna, Dubai, and Sharjha and through Internet and mobile apps all over the world.

2. Significant Achievements from July 2013 till July 2014

The significant achievement of our Regional Centre during this year is obviously the launch of Madha TV, the long awaited dream of Tamil Catholics all over the world.

3. Challenges Ahead

3.1 Financial Viability

The biggest challenge ahead is the sustenance and **financial viability** of this project. Plans are in progress with the help of the member bishops of the administrative board of Madha TV to prepare a monthly subscription programme titled as “khj^anjhW« khjhî;F” with the cooperation of the local bishops and communication secretaries of the respective dioceses. The Regional Centre along with its Zonal Offices make an important appeal to Yours Graces, Your Excellencies, Superior Generals, Provincials and delegates to restate the importance of this noble media project to the priests, religious and faithful. We assure you that Madha TV will be a powerful tool to represent the Catholic presence in the mainstream media and a platform for New Evangelization.

3.2 Need of Space for Office and Production

At present, Madha TV is being operated from Santhome Communications Centre premises. Every bit of space that is available at Santhome Communication centre is being used for production and office space. We are already experiencing a constraint of space as the daily operations have begun to expand considerably in such a short time, by way of space for shooting and editing, space for administrative office of Madha TV and public relations office. Further, the need to have extra space arises as we need space for residence of priests working full time for Madha TV, for the people who come to participate in the production of programmes and to conduct training programmes for our technical staff. Hence, envisioning this challenge ahead of us, we propose certain plans to the TNBC to find the required space for the expansion activity of Madha TV.

3.3 Need of Space for People Centred Activities

Madha TV project is not accomplished by just producing programmes and transmitting them on air. But the project envisions an evangelization ministry that will cater to the spiritual needs of our faithful by way of charismatic retreats, animation programmes for special groups, spiritual renewal and counselling and a Catholic research centre. Moreover, at the present stage, Madha TV is functioning as a standalone production facility with no contact with the catholic faithful who have brought this Madha TV project into realisation. Having such facilities for spiritual animation and research would bring the people into direct contact with this Madha TV project and forge towards a means of re-evangelization and catechesis of the Catholic faithful. This would be the ultimate aim of Madha TV project for which the production and transmission of programmes are undertaken. Hence to answer to this need and to fulfil the deepest spiritual yearning of the Catholic faithful, there arises a need

for a dedicated premise to conduct such animation programmes, spiritual retreats and a research centre.

3.4 Problem of Annual Asset

In addition to the need for extra space for operations, residence, people centred activities and training facility, **there is yet another legal constraint for the company. Madha TV is required to apply for the renewal of downlink license of the channel every year. We are only required to maintain the net worth of 2 crore for the sake of renewal of downlink license. As the funds are being utilized for purchase of equipment, the possibility of maintaining the net worth of 2 crore would be difficult. Therefore, we propose that an immovable property to this value would ensure that the net worth is maintained.**

4. Plan for 2014 - 2015

4.1 The Fundraising for Madha TV a Campaign promoted by the TNBC

Most Rev. S. Singaroyan, Bishop of Salem, is in-charge for the promotional wing of Madha TV. Now Madha TV is in full operation and we require a minimum of 40 lakh rupees a month to run the channel without disruption. As fundraising has now become a pressing need we propose two plans for raising funds:

- a. Raising funds by the sale of certain time slots, telecasting Church based Ads and collecting sponsors for Holy Mass, Rosary and other special programmes.
- b. Raising funds under the “khj^anjhW« khjhî;F” scheme.
We have to identify 50000 Catholic Faithful, who will be willing to support Madha TV by a contribution Rs.100 or more every month. We have to appoint “Collecting Agents” for each parish or for a group of parishes if the parishes are too small. An incentive of 10% of the funds raised by each collection agent can be paid to him/her. 5% of the funds raised by these collections agents will be paid to each Diocesan Social Communication Commission for coordinating the agents and for the other expenditure.

5. The Future Plans for development of Madha TV

Thanks to the Regional Communications Centre, which supports Madha TV by offering its space, facilities and finance. But Madha TV has to become an independent structure by itself with all the facilities. For this we need a space where it can spread out its own structure. The growth and development of Madha TV is very much connected with the participation of the common faithful in various events organised by Madha TV. As we all know, today our faithful are more in search of spiritual revival and conventions. At present we don't have enough space to organise such activities in the Regional Centre.

Continuity is very important for the growth and development of any institution or task, similarly the development of Madha TV depends on continuity of the spirit for what purpose this media mission was started. Therefore we have to

form several support groups of persons (like collection agents, prayer wing, public relations team) who will help Madha TV towards success.

In addition to support groups, we also need space for training and animation facility for Prayer group, Youth group, technicians for audio, video, graphics, and transmission and volunteers. This becomes an acute need for Madha TV to function independently and train its own professionals and support group members.

To meet this need of space, we place before the TNBC 2 proposals:

- a. Merger of Madha TV project and Emmaus Spiritual Centre, Villupuram. (Ref. Annexure – I)
- b. Permission to use the space and buildings of St. Paul's Bible Institute, Poonamalee, for Madha TV project. (Ref. Annexure – II)

Acknowledgement

We place on record our heartfelt thanks to Most Rev. Dr. Lawrence Pius for his guidance and support in the development of Madha TV for the past three years. We are grateful to Most Rev. Dr. S. Singaroyan for timely support and concern towards our media mission. We sincerely thank the Administrative Board of Madha TV for their active involvement and encouragement for our media mission. I personally thank my cherished collaborators Rev. Fathers, Sisters and Lay staff working both in the Regional Centre, Zonal Centres and diocesan Centres.

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.

Most Rev. Dr. Singaroyan

Chairman

Fr. David Arockiam

Secretary

Annexure - 1

Merger of Madha TV Project and Emmaus Spirituality Centre

Madha TV project is not just like other commercial channels which link the clients with people through advertisements, preparing / shooting various programmes in the studios.

Madha TV project is the combined effort of the Catholics throughout Tamilnadu who have contributed by way of shares (East Zone with 12,355 shares, West Zone with 15,175 shares, North Zone with 13,745 shares and South Zone with 8,946 shares) and who still contribute by way of subscriptions.

Madha TV project is not just shooting, editing and telecast some idea. Shalom TV was initially a prayer group, which began and eventually on the request of the people who are just stationed at home began its telecast service through TV. Madha TV project envisions an evangelization ministry that will cater to the spiritual needs of our faithful by way of charismatic retreats, animation programmes for special groups, spiritual renewal and counselling and a Catholic research centre. Moreover, at the present stage, Madha TV is functioning as a standalone production facility with no contact with the catholic faithful who have brought this Madha TV project into realisation. Having such facilities for spiritual animation and research would bring the people into direct contact with this Madha TV project and forge towards a means of re-evangelization and catechesis of the Catholic faithful. This would be the ultimate aim of Madha TV project for which the production and transmission of programmes are undertaken. Hence to answer to this need and to fulfil the deepest spiritual yearning of the Catholic faithful, there arises a need for a dedicated premise to conduct such animation programmes, spiritual retreats and a research centre.

Merger and close collaboration between Madha TV Project and Emmaus
Spirituality Centre

Emmaus Spirituality Center situated at Madapattu, Villupuram Dt as an organ of TNBC is created with five types of ministries: Charismatic Prayer services, conducting Retreats, providing Counseling center Faith formation center and Resource center. These are carried out at: Weekend prayer services, Full Moon and New Moon Prayer services, Charismatic Prayer meetings, etc.

Madha TV project launched by TNBC is also an instrument of New Evangelization and Catechism. It gives spiritual renewal to people of Tamilnadu and to Tamil speaking people all over the world: to nourish our Catholics, to quench their thirst for the Word of God and to teach them Catechism of the Catholic Church. Madha TV project has every aspect of Emmaus Spirituality Center except that of the Ministry of Media. So, Madha TV project is not just shooting Church related programme and sending them on air. It is to build up the Faith of our people (the Catholic Community). They will come together often for various prayer conventions, Spiritual Retreats (for individuals, for different age groups, for families, etc) which will be sponsored and organized by Madha TV which could be carried out well in the premises of Emmanus Spirituality Center.

By giving a wide publicity to Emmaus Spirituality Center in Madha TV and promoting its various programmes, by the Merger of Emmaus Spirituality Center and Madha TV project we can make thousands of the faithful and seekers of faith to step in to the portals of Emmanus Spirituality Center for quenching their spiritual thirst through the various events: faith based exhibition, walk with saints, daily prayer services, counseling offered to different age groups and spiritual retreats organized for short and long term duration.

Thus Madha TV can serve as an instrument of making Emmaus Spirituality Center to function in its full extend by enlarging its activities, programmes and emblazing the whole campus and make it a prayer center in the true sense.

Merger and close collaboration of Madha TV Project & Emmaus Spirituality Center does not mean that the administration of Madha TV Project takes over the property and administration of Emmaus Spirituality Center. It means that the Administrative

Board of Madha TV and the members of the Arul Jyothi Trust will together constitute the Board of Administration and thus plan to carry out the programme as described above. Since Madha TV project and Emmaus Spirituality Center both belong to the TNBC, both are at the service of Tamilnadu Church and both aim at Evangelization and Faith formation and deepening the prayer experience of our people, this merger of Madha TV and Emmaus Spirituality Center can be achieved without difficulty and without loss to any of the parties.

Modalities and practical way of this Merging can be worked out in detail including the form of functioning and personnel in the joint meeting of the members of the respective boards.

Having said all these we (Madha TV – Team) request the TNBC to consider our request of Merger of Madha TV and Emmaus Spirituality Center to make both function to its full measure and thus bring up a greater spiritual awakening in the Church of Tamilnadu.

Awaiting for your kind reply,

Fraternally yours,

Most Rev. Dr. Singaroyan
(Chairman – SCC)

St. Paul's Bible Institute, Poonamallee

For the reasons given below for the newly started Madha TV, the administration board of Madha TV observes that on the one hand Madha TV admin suffers from want of space in the Santhome Communications Centre for running of Madha TV and on the other hand taking over the St. Paul's Bible Institute will open a new avenue for the better functioning & running of Madha TV:

A. Lack of Facilities at Santhome Communications Centre for Madha TV.

1. From its inception the TNBC Commission for Social Communications, having its own objectives and activities, chiefly involves in production, training and research for the media and it has been distinctively vibrant in its Radio programmes in *Radio Veritas* -Tamil over 30 years. Now Madha TV, a new venture of TNBC, requires a lot of space and personnel and finds inconvenience to run the channel with the available space here at Santhome Communications Centre.
2. We find it difficult to execute the routine regional work of Santhome Communications Centre since the training hall, library, meeting hall and the preview theatre of Santhome Communications Centre have been converted into studios.
3. Want of facility for workers: Number of staff at Santhome Communications was originally 15 and has been increased now to 64 and in another one year it will be double in number. All the more all of them are technical staff who need a cabin, computer etc. which we are not able to provide with the available space here at Santhome.
4. With the arrival of the newborn Channel, we need to constantly to arrange meetings (zonal coordinators and diocesan directors) without disturbing the studios. So we need space for the same.
5. Most of our staff are Catholic Christians who hail from different parts of Tamilnadu and are staying in flats here in Chennai for rent. The remuneration they get from us is not sufficient for their boarding & lodging. If we provide them dormitory for their stay then we can retain them for our work with the modest salary and get their help at any time for our channel, which telecasts programs 24X7.
6. Lack of room for priests: As of now, we have four priests working full-time for Madha TV at Santhome Communications Centre but the rooms available are only three.

B. Advantages of Moving Part of the Madha TV Administration to St. Paul's Bible Institute, Poonamallee

1. There are halls available at St. Paul's Bible Institute, some of which can be converted to meeting hall and studios for Madha TV.
2. The rooms available at St. Paul's Bible Institute partly can be used for the residence of priests/religious who come for shooting and to attend meetings.
3. Utilizing the existing space at Santhome Communications we have formed only two studios. We may need to create at least two more studios with high roof for which the proposed new place will be conducive.
4. As we know we have many religious houses and seminaries close by to St. Paul's Bible Institute. Madha TV production crew can get their help in producing programs.

Note:

- The dispatching work of 'vivilia virunthu' can be continued from that place, if required;
- Existing domestic and maintenance staff will be incorporated to our services, if required;
- The property of St. Paul's will remain for the use of the regional services of the TNBC.

We are placing the above-said request for Madha TV for favorable consideration of TNBC to grant consent to make use of the campus and all its facilities at St. Paul's Bible Institute, Poonamallae, Chennai. Indeed, it will be a great help and support for Madha TV administration for its smooth functioning and running of the channel.

Thanking You,

Yours in Christ Jesus,

Most Rev. Dr. Singaroyan
Chairman

Fundraising Campaign

MADHA TV has almost accomplished 100 days of broadcast and has served as a powerful tool in the hands of Tamilnadu Church for evangelizations. We have successfully attracted great viewership through Arasu Cable and continue to reach many more regions; of late we have also entered the Sun Cable Vision (SCV) Network in Chennai, which assures greater viewership. If not for your prayers and blessings these accomplishments would not have been possible. Therefore at the very outset we would like to thank you for your prayers, blessings and unending support.

Present Financial Position & Need for Fundraising: Now that MADHA TV is in full swing, it has become **an urgent need to work on its economic stability and viability**. Through shares we received Rs. 5,57,15,897 from the people and out of it we have spent Rs. 3,80,62,830 for the purchase of the Channel, establishment of studios and equipment for production. From the little experience that we have we have noticed that **we require a minimum of 40 Lakh rupees a month to run MADHA TV without diruption to meet recurring expenses by way of salary to new employess, payment for uplinking to satellite and continuous payment of fees to the Government** for running the TV Channel. Thus fundraising is essential a stable and smooth running of the channel.

Two Ways of Fundraising: As fundraising has now become a pressing need we propose two methods of raising funds:

- 1. Raising funds by the sale of certain time slots, broadcasting church based advertisements and collecting sponsors for Holy Mass and Holy Rosary.**
- 2. Raising funds under the “Mathamthorum Madhauvkku” scheme.**

Mathamthorum Madhauvkku: This is a scheme to ensure a steady flow of generous **contributions from the faithful on a monthly basis**. Therefore we will have to identify Catholic faithful who will be willing to support MADHA TV by a contribution 100 rupees or more every month. This would imply:

- **That we identify 50000 Catholic faithful** who will be willing to support Madha TV by a contribution of 100 rupees or more every month
- **That we appoint ‘Collecting Agents’ for each parish** or for a group of parishes if the parishes are too small. These Collecting Agents would collect the donations from the faithful in the parish and remit it to Madha TV through the Diocesan Director for Social Communications.
- **An incentive of 10% of the funds raised by each collection agent can be paid to him/her.**
- **5% of the funds raised by the Collecting Agents will be paid to each Diocesan Communication Centre** for their involvement and production of programmes for Madha TV.

Accordingly the Diocesan Director for Social Communication in all the dioceses of Tamilnadu are requested to identify and enrol Collecting agents from each parish or for a group of parishes if the parishes are too small, in consultation with the Parish Priest of the respective parishes, and send their personal details to Santhome Communication Centre with the approval of the Bishop.

Our Request to Bishops

As we are in acute need to raise funds for the running of the Madha TV channel, **we kindly request your personal involvement and help in this campaign. We request you to kindly instruct, encourage and monitor your Diocesan Director for Social Communication to carry out the fund raising campaign “khj^anjhW« khjhî;F” effectively and bring this fundraising campaign to the knowledge of the faithful.** The priests, who are on the staff of Madha TV, will also visit you in this regard in course of time to assess the proceedings of this fundraising programme.

Kindly find enclosed specimen text in Tamil, which can be used for public announcement and can be published in your newsletter/circular.

With kind regards

Yours in Christ Jesus,

Most Rev. Dr. Singaroyan

Chairman