

# TNBC Commission for Social Communications

## Annual Report 2022 – 2023

### 1. Significant Activities

Santhome Communications Centre, true to its motto, “to proclaim the message of God’s love through media”, has in its journey of 47 years contributed significantly for the faith experience of the Tamil Catholic Community in India and around the world. We are pleased to present some of the significant activities of the Regional Communication Centre in this annual report for the year 2022-2023.

#### 1.1 World Communications Day

Heeding to the call of Inter Mirifica, our Tamilnadu Catholic Church celebrates the World Communications Day on the Second Sunday of July every year. This year, the TNBC commission for Social Communication coordinated the diocesan communication centres to produce seven episodes of 25 minutes duration, with the Central theme “Listen with your Heart”. Five zones took up five productions and the Centre produced two episodes.

**Episode 01** Santhome Communications Centre – Introductory Historical Documentary  
*உலகத் தொடர்பு நாள் ஒரு அறிமுகம் (Ulaga Thodarbu Naal Oru Arimugam)* – Telecast on the 3rd July 2022.

**Episode 02** Kaviri Communications, Trichy – East Zone  
*கல்வியாளர்களை செவிமடுங்கள் (Kalviyalargale Sevimidungal)* – Telecast on the 4th July 2022.

**Episode 03** Vinnarasi Communications, Vellore – North Zone  
*சமூகவியலாளர்களை செவிமடுங்கள் (Samugaviyalalargale Sevimidungal)*– Telecast on the 5th July 2022.

**Episode 04** Sadhangai Communications, Madurai – Central Zone  
*ஊடகப் பணியாளர்களை செவிமடுங்கள் (Udaga Paniyalargale Sevimidungal)* – Telecast on the 6<sup>th</sup> July 2022.

**Episode 05** Thenaruvi Communications, Kuzhithurai – South Zone  
*பெற்றோர்களை செவிமடுங்கள் (Petrorgale Sevimidungal)* – Telecast on the 7th July 2022.

**Episode 06** Jeeva Jyothi Communications, Coimbatore – West Zone  
*மேய்ப்பு பணியாளர்களை செவிமடுங்கள் (Meipu Paniyalargale Sevimidungal)* – Telecast on the 8th July 2022.

**Episode 07** Santhome Communications Centre  
*அரசியல் பணியாளர்களை செவிமடுங்கள் (Arasiyal Paniyalargale Sevimidungal)* – Telecast on the 9th July 2022.

A special episode on the Culmination Day was in the Talk Show format with the central theme of the World Communications Day Message by the Holy Father, organized by the Regional Centre and telecast on the 10<sup>th</sup> July, 2022.

### **1.2 Christmas, Lenten and Easter Programmes**

Besides the regular programmes, the Centre coordinates the diocesan centres to produce special programmes during the festive seasons of Christmas, Lent and Easter. This year too most of the dioceses participated in these special programmes.

During the Christmas season, all the dioceses were given an opportunity to participate in the Christmas Carols, and a special programme on Christmas and New Year Day.

During the Lenten season, the diocesan centres were coordinated to produce special programmes, way of the cross and special rosaries and adoration.

During the Holy Week too, the diocesan centres participated in producing programmes and special programmes for the Day of Easter.

### **1.3 Courses on Communication Theology and Pastoral Communication**

The Priests staff from the Regional Communications Centre, media specialists from the mainstream media and media departments, headed by Fr. Jackson, have offered the following Courses on Media Education. The main theme for this year was to provide opportunities to gain skills for Pastoral Ministry with a special focus on the social media.

#### **In-House Pastoral Course for Deacons**

88 deacons from the four major seminaries were given an opportunity to participate in the Pastoral Communication Course organized at the Regional Communication Centre.

St. Peter's Pontifical Seminary, Bengaluru	- 33 deacons from 8 <sup>th</sup> to 12 <sup>th</sup> of Aug, 2022
Good Shepherd Seminary, Coimbatore	- 7 deacons from 12 <sup>th</sup> to 14 <sup>th</sup> of Sep, 2022
Sacred Heart Seminary, Poonamallee	- 24 deacons from 19 <sup>th</sup> to 24 <sup>th</sup> of Sep, 2022
St. Paul's Seminary, Trichy	- 24 deacons from 4 <sup>th</sup> to 8 <sup>th</sup> of Oct, 2022

#### **Workshop on Media Skills for MTh Students**

A workshop on media skills with the theme – **Bible Apostolate in the Era of social media** was organized for the MTh students at St. Peter's Pontifical Institute, Bengaluru. There were 16 participants.

#### **Workshop on Media Skills for the Presentation Sisters**

Two workshops on Media Skills were conducted for the sisters of the Presentation Congregation.

35 Media coordinators and Members of the Coimbatore Presentation Sisters participated in a one-day workshop with the theme **Effective Ministry in the Social Network Age**, on the 18<sup>th</sup> of Jan 2023.

20 sisters preparing for their silver jubilee were offered a three-day workshop on media skills with the theme **Effective Ministry in the Era of Social Media**, from 14<sup>th</sup> to 16<sup>th</sup> of Feb, 2023.

## 1.4 Radio Veritas Tamil Service

Radio Veritas Tamil Service (RVA) is doing well with the dedicated work of Fr. Prakash Philomen Raj, the Programme Coordinator, assisted by Fr. Johnson, a full-time programme Producer, from the Congregation of Servants of Charity. Two lay full-time staff offer their dedicated service. Mr. Joseph Fredrick Arnold and Ms. Judith Arul Selvi, work as full-time producers. Currently the operations are held at the Servants of Charity House, Poonamallee.

RVA tamil service programmes are based on 8 common categories as designed by the Radio Veritas Asia for all language services. The categories are

*சிந்தனை (Sindhana)* - Thoughts of international and national luminaries,  
*நிகழ்வுகள் (Nigazhvugal)* - focusing mainly on Asian events apart from news,  
*திருவிவிலியம் (Thiruviviliam)* – contemplative exploration of the daily liturgical readings,

*குடும்பம் (Kudumbam)* – focusing on familial relationships, issues and challenges,

*புதிய மனிதர் (Puthiya Manidhar)* – highlighting real heroes as models for life,

*திருஅவை (Thiruavai)* – latest church news and updates from Pope and local church,

*பூவுலகு (Poovulagu)* – focusing on ecology,

*உறவுப்பாலம் (Uravupaalam)* – space to cherish interfaith experiences.

The regional language service coordinators take their liberty to produce programmes focusing on the language, religion, culture and tradition. These programmes are shared through social media platforms such as facebook, whatsapp, Instagram, twitter and youtube.

### Annual Programmes

- 45-minute way of the cross specially for the youth with the themes of preservation of nature and family relationships.
- 5-minute short videos to encourage youth to participate in the liturgical and social activities of the parishes.
- Special Pongal programme organized in a catholic parish with holy mass and cultural activities.

### Weekly Programmes

- **வேரித்தாஸ் செய்திகள் (Veritas Seidhigal)** is a 15-minute news capsule, with special concentration on major events in Asian countries, untold stories of Asian people, migrants, outstanding youth, religious events and others.
- **வாங்க விளையாடலாம் (Vaanga Vilayadalam)** is a 10 to 15-minute gameshow, uploaded every Tuesday. This programme uses audience participation techniques to engage audience through Whatsapp and mostly based on general knowledge.

### Daily Programmes

- **டக்கர் தேதி டக்குனு செய்தி (Takkar Thethi Takkunu Seithi)** is a daily programme, giving information on the speciality of the day, its origin, practice and relevance today. A social media post is created and circulated. It was done for the whole year in 2022.
- **30-minute programme** signing in with the Classic RVA slogan, inspirational bible verses, Tamil sayings, motivational stories and ancient Tamil literature and cultural messages and finally signing off.

## **Special Uploads**

- Devotional and social songs are written, composed and produced for Youtube.
- Special programmes on inspiring events and persons are produced.
- In the month of May, every Saturday, we go on live in Youtube with programmes like Music, Rosary and Adoration.

## **Audience Engagement**

- YouTube – 10.1k + subscribers
- Website – 10k+ reads
- Website (Audio) – 3.9k+ reads
- Facebook (Page) – 10k+ liked the page
- Facebook (Account) – 1.9k friends
- WhatsApp (official number) – 1k + contacts
- (Producer's numbers) - 5k contacts

## **1.5 Extension of Office Space in St. Thomas Building**

The number of staff at Santhome Communications Center have increased in these years after the launch of Madha TV. There is always a constraint of working space for their regular work. Therefore, with the approval of the Chairman Bishop Most Rev. S. Singaroyan, 4000 Sqf on the 3<sup>rd</sup> floor of the commercial side has been taken to accommodate offices for the staff from the following departments: Office for the GM for Programmes, Board Meeting Room, Media Library, Producers desk, Social Media desk, Computer Graphic Designers and desk for the On-line Services of Madha TV.

## **2. Challenges Faced**

Sincere efforts are taken by the Regional centre to coordinate all the diocesan secretaries. At this juncture, we would like to place on record the active participation and cooperation of almost all the diocesan secretaries. There are few difficulties that the secretaries have expressed, that hinder their participation and ability to give their best. Because of the regular nature of the media work by way of promotional activities and producing programmes for Madha TV, there is a humble request to have a full-time communication secretary, if that can possibly be considered favourably by the bishops.

The financial viability of the major commission activity, Madha TV, is majorly by the monthly contribution of the people through “Mathamthorum Madhavukku.” This has been seriously affected because of the lockdown situation and the work of collecting agents becoming difficult. Hence, we request the august body of bishops to recommend and promote the implementation of the Bank Account Standing Instruction forms, at least in the city and town parishes and among regular salaried people of their respective dioceses for the seamless viability of the Primary Media Activity of the Tamil Catholic Church.

A genuine encouragement for a purposeful celebration of the World Communication Sunday by the bishops in every diocese is requested. The active participation of the people in the Media activity of the Church, by way of sharing of their skills and very specially by their financial contribution, will go a long way to strengthen the Media Evangelization Mission.

As a long-time goal, a solid corpus fund has to be built up for the strong financial stability of the Media Activity of the Tamil Catholic Church, Madha TV. If prospective donors, capable

of making a lump-sum one-time contribution, can be identified and encouraged by the bishops, it will be of great support in building up a strong corpus fund.

### **3. Future Plans**

#### **3.1 Renovation of the Basement Area**

St. Thomas Building has got a basement area of 1600 sq.ft. This was previously occupied by one of the Tenants, Punjab National Bank and used as their safety Locker and Chest. Due to the continuous rains in 2015, 17 and 21 coupled with the deterioration of the construction because of age, the entire basement area got damaged with water seepage. Consultations were on with structural engineers and civil engineers. We have been advised to retrofit the basement with almost a kind of new construction within the existing space to stop further damage and make the space usable. We are currently working on the viability and timeline for the execution of the plan.

#### **3.2 Professional Courses on Media Technology**

Media Training services have resumed at the Regional Centre by providing courses for the diocesan staff, priests and the seminarians for the past two years. In continuation with that training activity, the centre has planned to initiate professional training in the fields of scripting, direction, cinematography, editing, computer graphics and special effects, audio post production, music production, web designing, app development and the like. There is a great demand for good quality training facility. With the facilities that the centre possesses, and with the cooperation of several stalwarts in the professional media field, we are planning to start a Media Training Academy. The process is on by way of designing the curriculum, finding avenues of accreditation and discussions with professionals who will be ready to offer their services as instructors.

#### **3.3 OTT Platform for Madha TV**

With the ever-developing technology, the television industry has moved from terrestrial transmission to internet-based transmission. The distribution platforms have already moved to internet-based platforms. Yet another boom in the distribution platform these days are the OTT platform, generally known as the Internet based platforms like Netflix, Amazon Prime, Hotstar, etc. While we have adopted the live streaming facility through website and mobile apps right from day one of Madha TV, it is high time we plan to initiate the process of setting up our own OTT platform, which will be a subscription-based distribution platform that will offer high quality content on demand. Efforts and plans are already on in preparing a prototype for the same.

### **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, Staff 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.

We would like also to make a special mention of gratitude 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: 30<sup>th</sup> May 2022

Place: Chennai