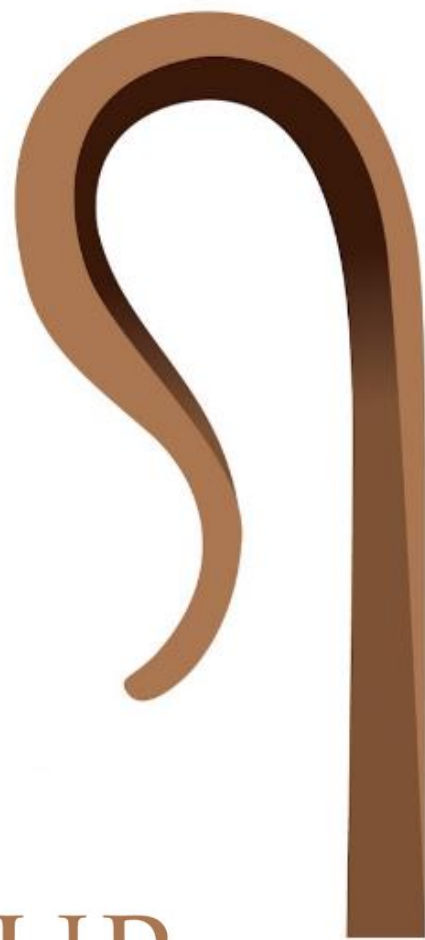




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THE +
GOOD
SHEPHERD

LE +
BON
PASTEUR

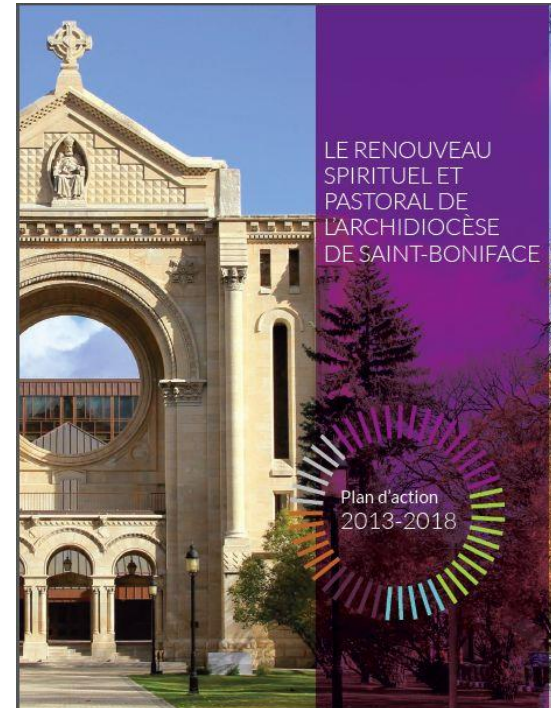
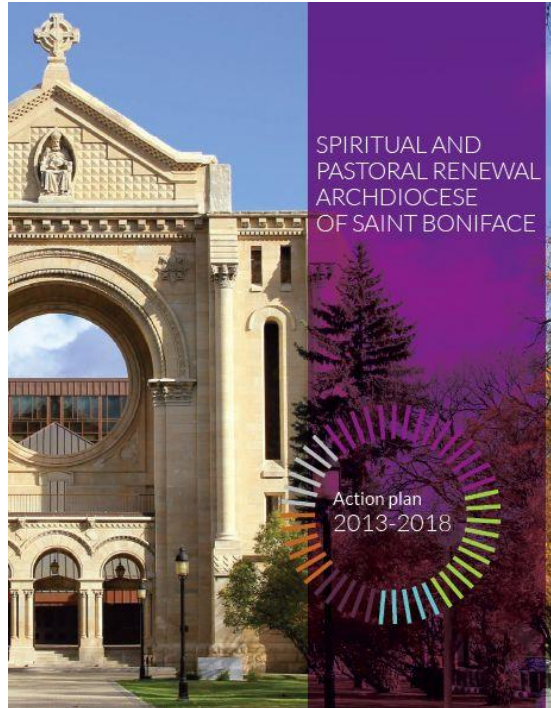


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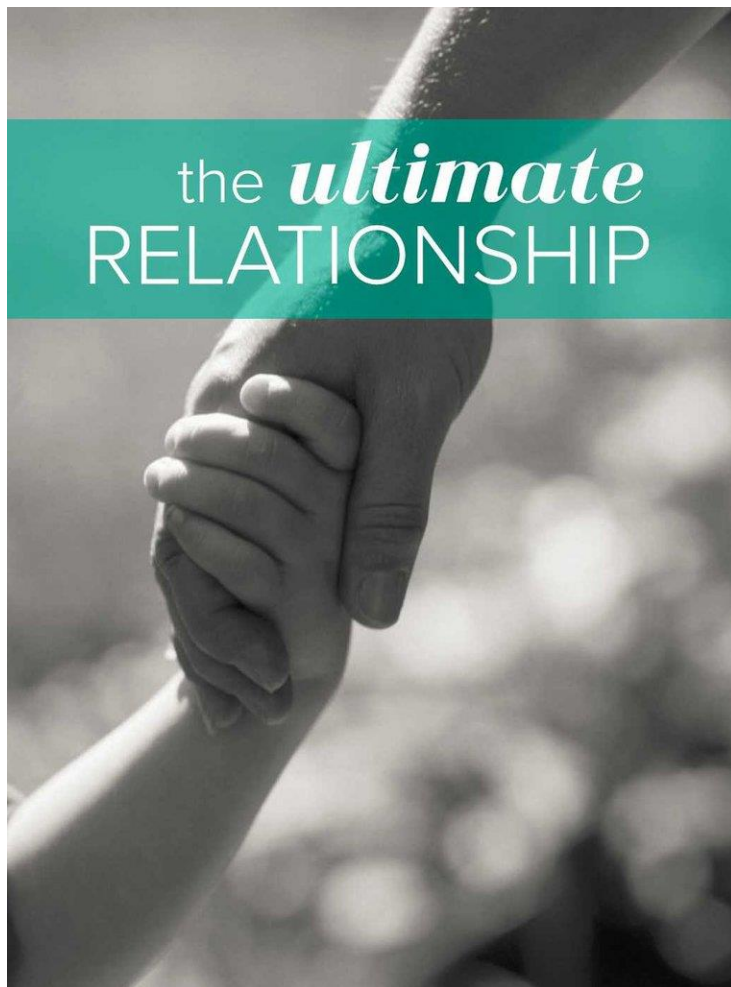
Communications



DIOCESAN ACTION PLAN D'ACTION DIOCÉSAIN 2013-2018



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***Catholic Christian Outreach
(CCO Canada) <https://cco.ca/>***



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Communications – Le Corps du Christ, L'ÉGLISE

The Body of Christ, the CHURCH



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NEXT SLIDE- FRENCH

Pope Francis, Message for the 48th World Communications Day 2014



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We are called to show that the Church is the home of all. Are we capable of communicating the image of such a Church? Communication is a means of expressing the missionary vocation of the entire Church; today the social networks are one way to experience this call to discover the beauty of faith, the beauty of encountering Christ. In the area of communications too, we need a Church capable of bringing warmth and stirring of hearts.



The Church needs to be concerned for, and present in, the world of communication, in order to dialogue with people today and to help them encounter Christ. She needs to be a Church at the side of others, capable of accompanying everyone along the way. The revolution taking place in communications media and in information technologies represents a great and thrilling challenge; may we respond to that challenge with fresh energy and imagination as we seek to share with others the beauty of God.



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www.glasbergen.com



**“Wireless communication is nothing new.
I’ve been praying for 75 years!”**



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Old Media & New Media

St. Paul the Apostle



Colossians 4:16 'And when this letter has been read among you, have it read also in the Church of the Laodiceans; and see that you read also the letter from Laodicea.'





Pope Benedict XVI, Message 43rd World Communications Day 2009

In the early Church, the great Apostles and their disciples brought the Good News of Jesus to the Greek and Roman worlds. Just as, at that time, a fruitful evangelization required that careful attention be given to understanding the culture and customs of those peoples so that the truth of the gospel would touch their hearts and minds, so also today, the proclamation of Christ in the world of new technologies requires profound knowledge of this world if the technologies are to serve our mission adequately.



Old Media

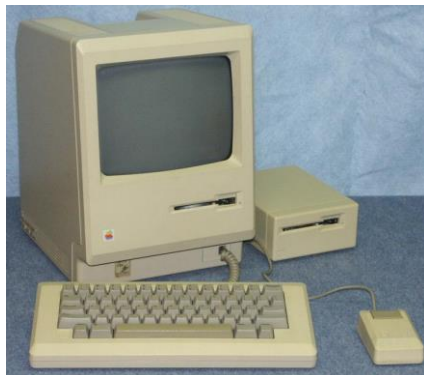
- 15th century: Christianity's first major communication shift: invention of ? printing press...
- 450 years later: radio, television...



Primary characteristic
one direction (broadcast)



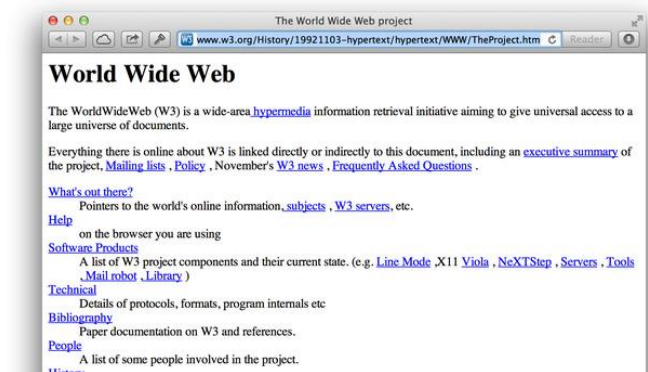
- Late 1900's: the digital revolution...home computers...



- 2nd wave of innovation with the new millennium ... websites

Primary characteristic =

one-way flow of communication



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New Media

*email, websites, text messaging, blog, videos/Youtube videos, podcasts for audio sharing, social media such as Facebook, Twitter, LinkedIn, Instagram...

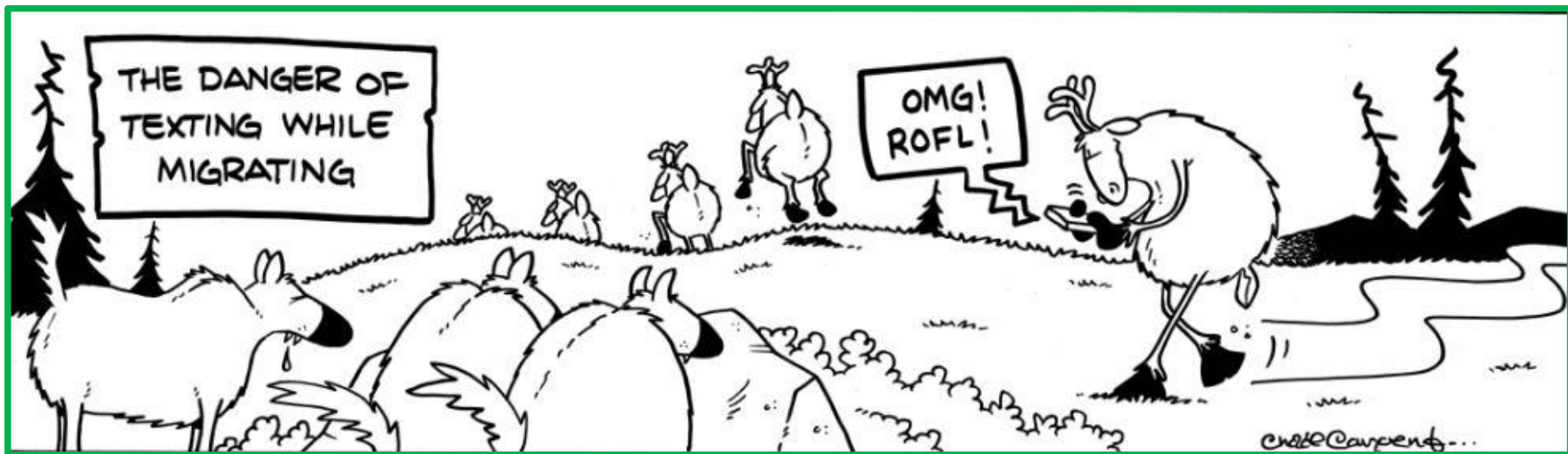
Primary characteristic =
dialogue

allows and fosters conversation,
people are talking,
participating, sharing,
networking, connecting online –
grounded in an *interactive community*



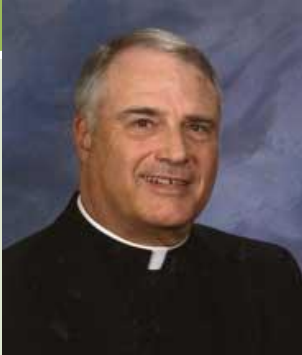
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NEW MEDIA



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Why Embrace Digital Media?

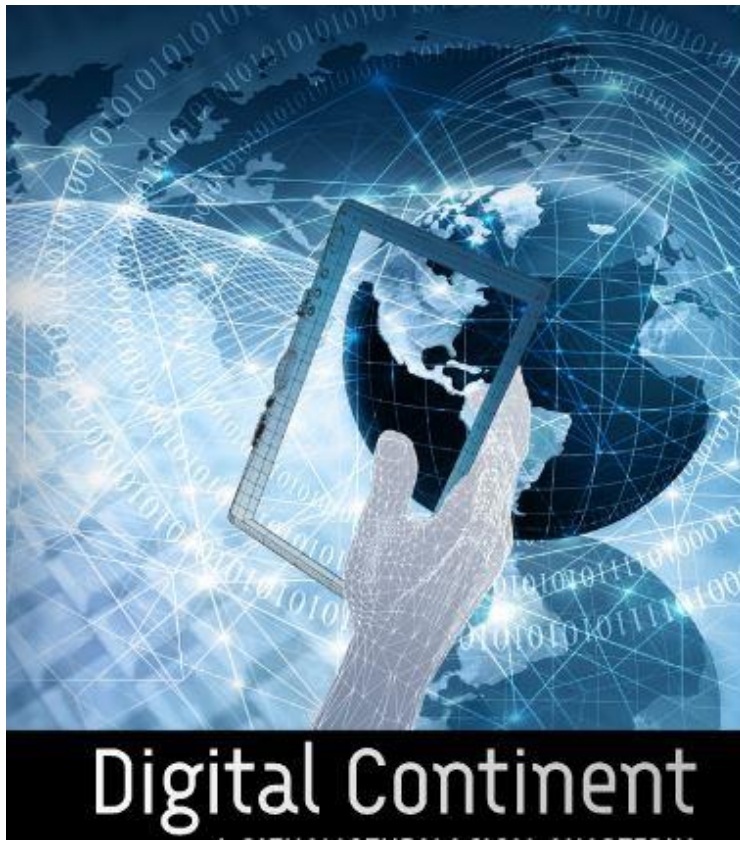


Bishop Ron Herzog, USCCB Chair of Communications Committee (2011)

‘Although social media has been around for less than 10 years, it doesn’t have the makings of a fad... it is causing a fundamental shift in communication patterns and behaviour as did the printing press 500 years ago...’



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‘DIGITAL CONTINENT’
-a term coined by Pope Benedict 43rd WCD 2009 to define the world of social media that has transformed patterns of communication and human relationships.

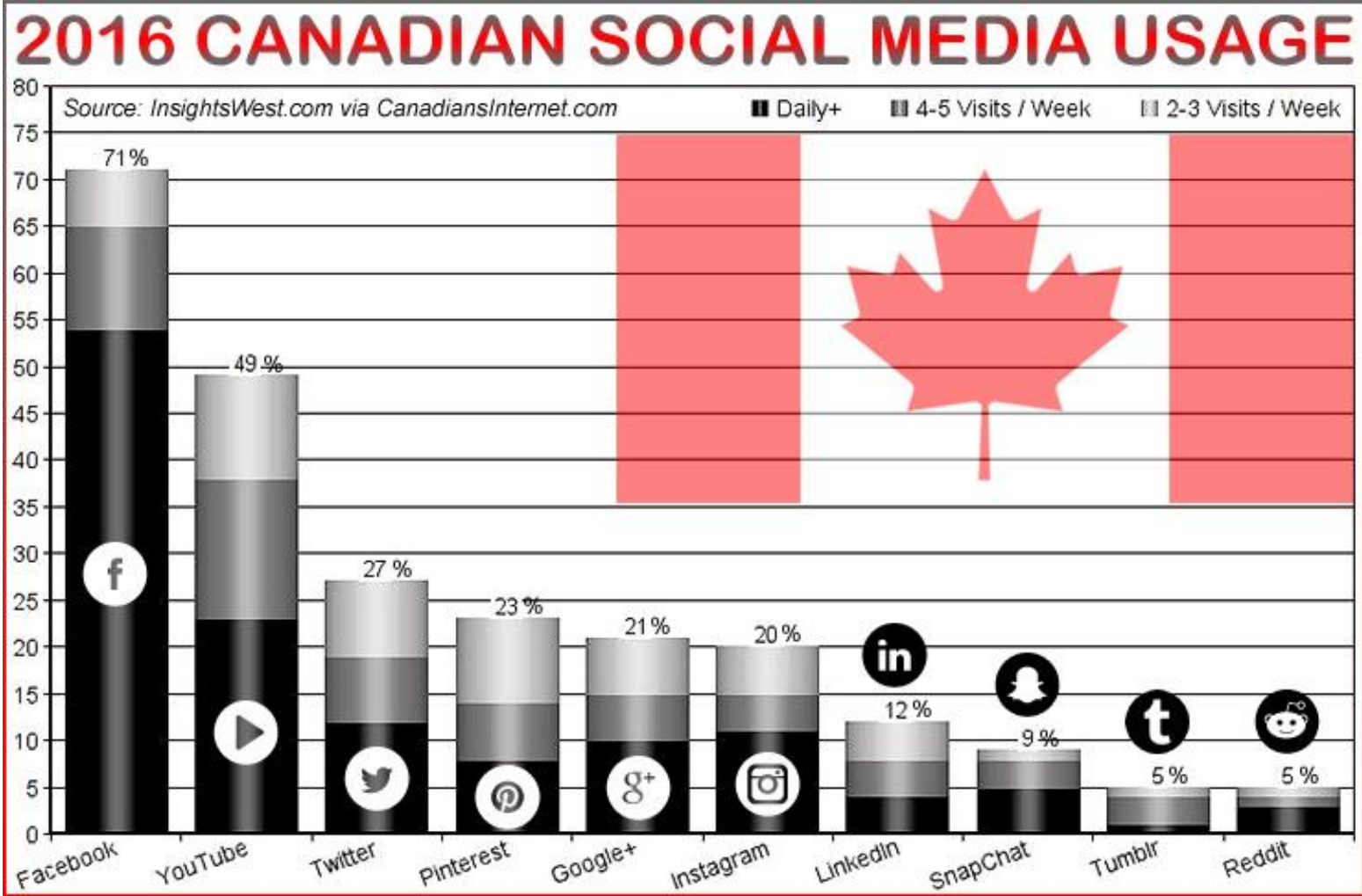
‘The Catholic Church is a universal church – it can and should be the world’s largest social network, connecting parishes across the globe.’



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NEXT SLIDE- FRENCH

Census Day – May 2016



FRENCH

- Canadians visit [Facebook](#) about 9x each week
- 70% of Mothers of children under 18 are on Facebook
- Canadian men: slower by comparison
- Canadian youth: Facebook is still popular at 70%
- Overall reports: 1 in 3 Canadians check their social media feeds every day.



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NEXT SLIDE = ENGLISH



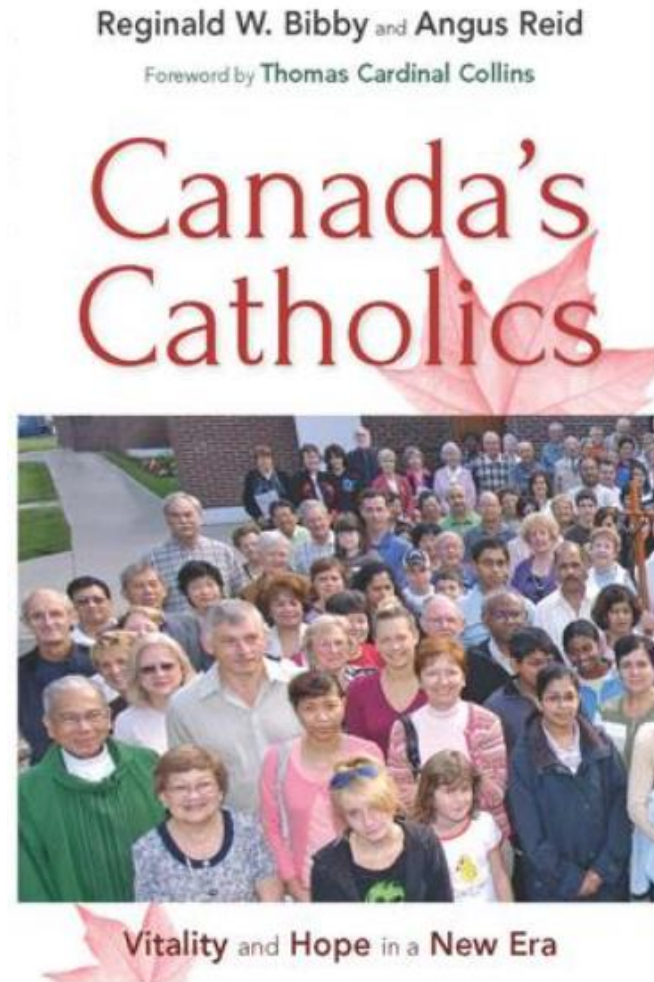
Bishop Herzog

“If the Church is not on their mobile device, it doesn’t exist...the Church does not have to change its teachings to reach young people, but we must deliver it to them in a new way to reach them and be present. It is disastrous if the Church doesn’t take it seriously.”



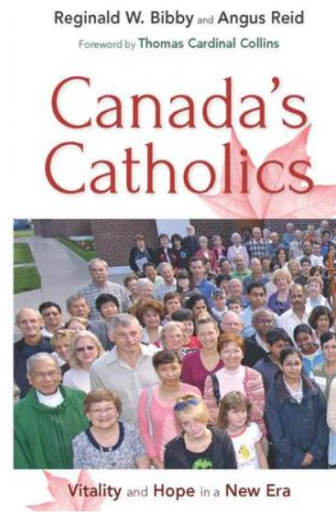
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Demographics & Culture



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- **Numbers showing the % of Canadians committed to regular church attendance is solid**



- **Canadians want a faith that can have an impact on their personal lives & the people they value most (families) – want to be able to speak of life and of social realities**



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- The continued vitality is largely attributed to a Catholic Church that is constantly renewing itself through immigration – an immigrant population that is passionate and engaged in their faith

STATS CANADA 2016

2011-2016: population increased by 1.7 million or 5% and 2/3 of that the result of immigrants



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Where is the opportunity for evangelization?

**Comes down to the efforts of ordinary parishioners
(each one of us)**

***‘The Church exists to evangelize and
the **parish** is the chief venue
where that activity must take place.
It can and must be the center of the
New Evangelization of the ‘digital continent’ and
beyond.’***

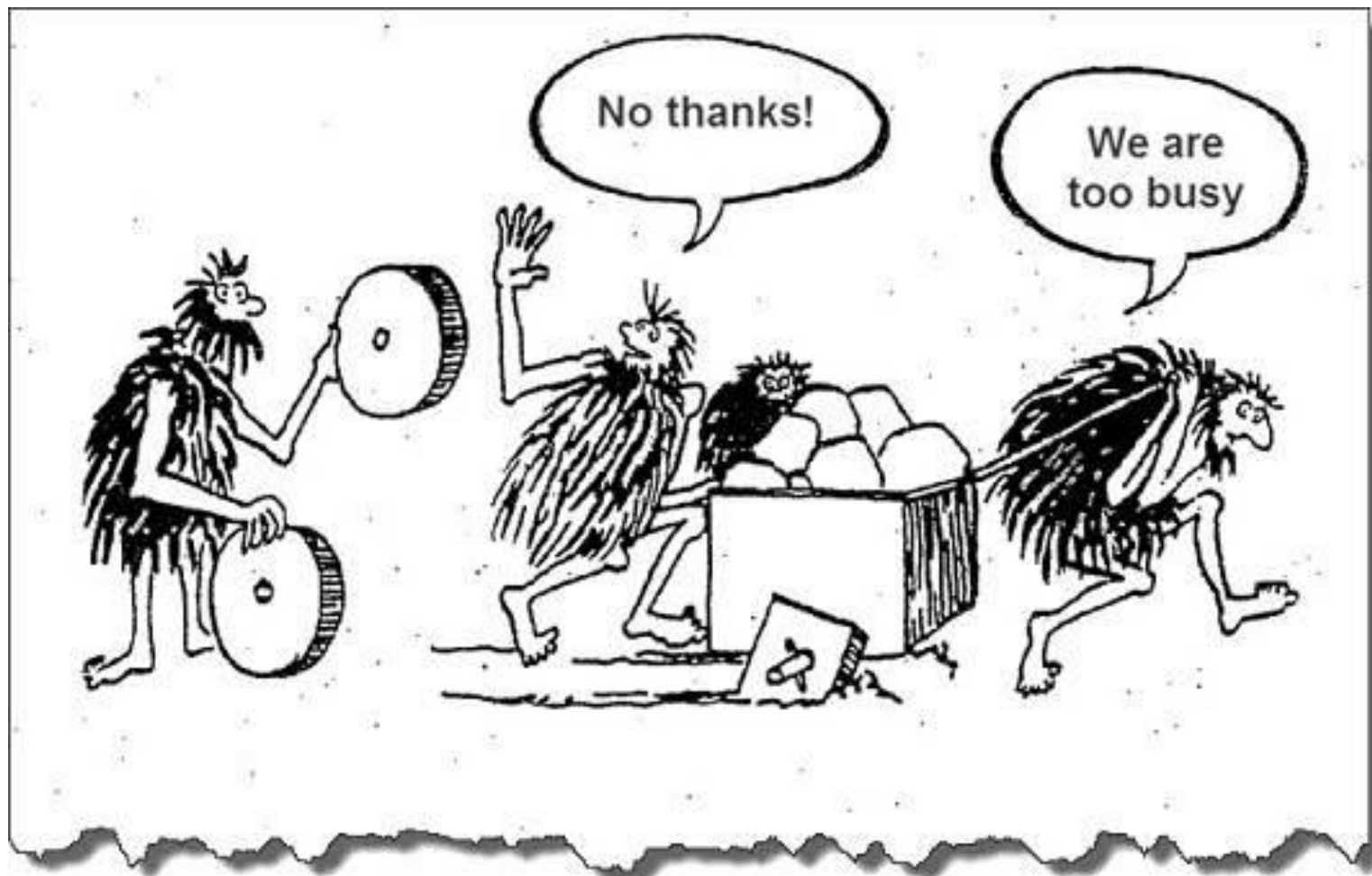
(Cardinal Sean O’Malley, OFM Cap. Archbishop of Boston)



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Group discussion 1

New Media

**What are our fears and obstacles?
What makes us resistant?**



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Important forms of digital media

Email Distribution

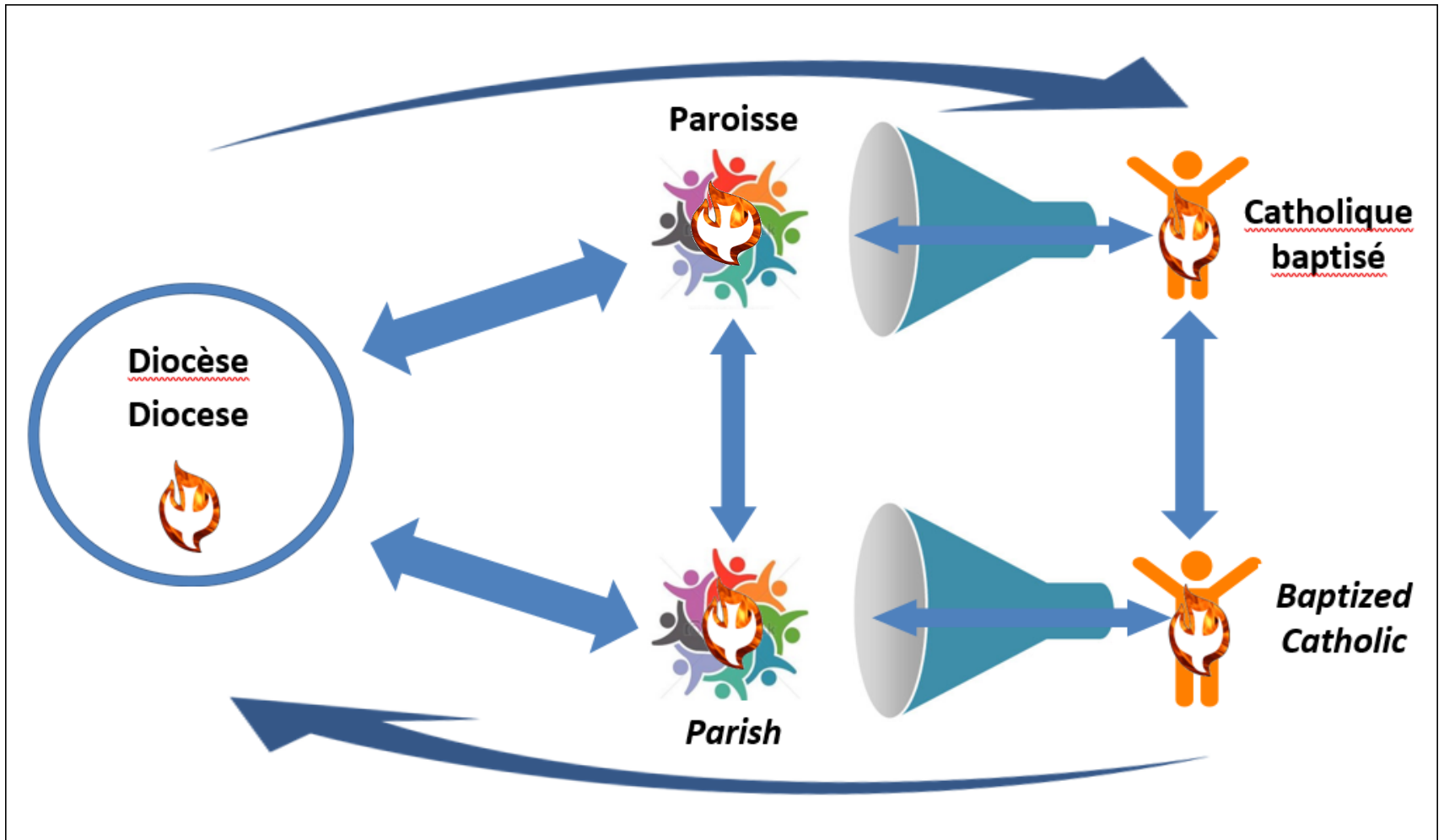
Website

Social Media



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Communications Flow Chart – The Body of Christ



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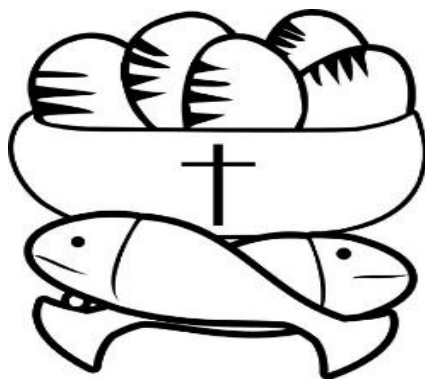
COMMUNICATIONS PARISH INVENTORY



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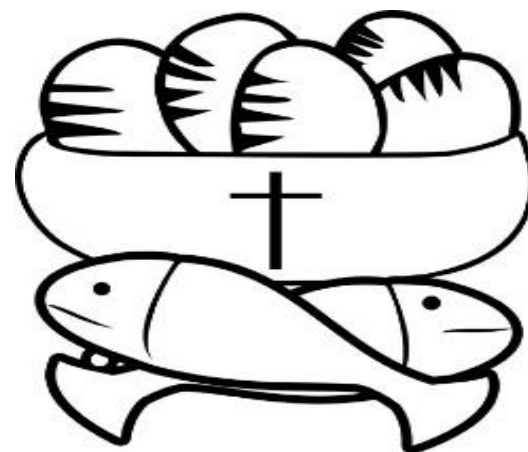
Group Discussion 2

COMMUNICATIONS PARISH INVENTORY **What's in the tool box? (in the basket)**



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Give your gift, God will use it!



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***We are blessed to have been given the
biggest net known to man – the Internet.***

Pope Benedict XVI



***Let us cast
into the deep.***

Pope Francis

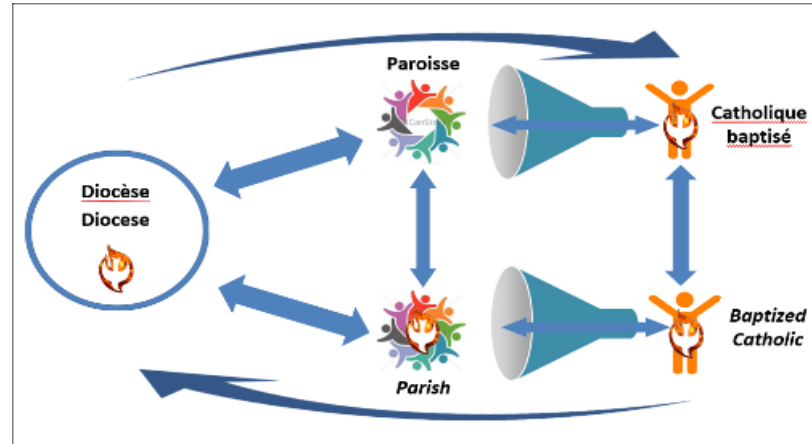


***NEW MEDIA
OUTREACH***



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HANDOUT



Parish Action Plan for Pastor & PPC to Implement a *Communications New Media Outreach (NeMO)*



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Important Forms of Digital Media

'Every Church's media vehicles are a 'virtual front door' to the Church...and to an encounter Jesus.



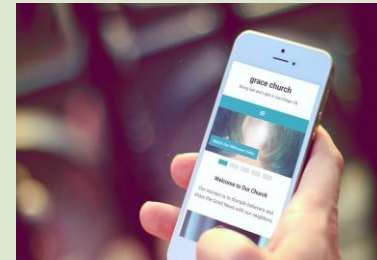
Email Registration & Distribution: Outlook, Excel, other:

'The individual behind every email address, Twitter handle or Facebook profile is a soul deeply loved by God.'

Website:



Social Media: Facebook, Twitter...



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RESOURCES



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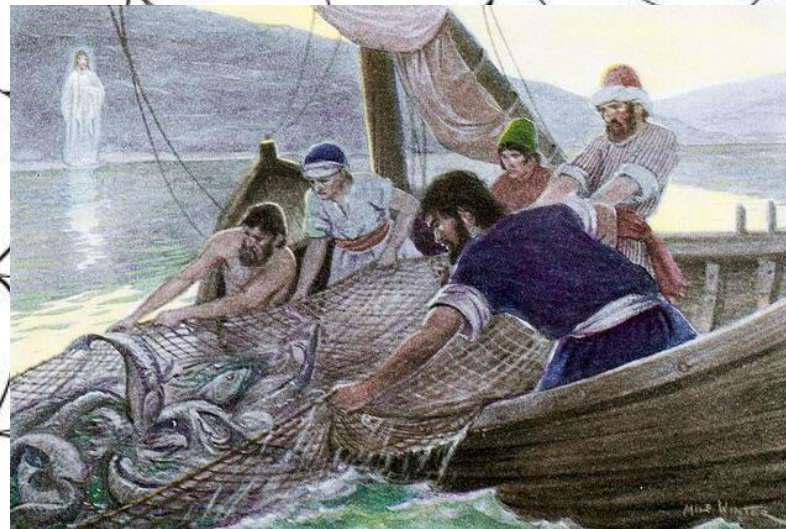
Final thoughts...



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Pope Benedict XVI 2010

‘Without fear we must set sail on the digital sea, facing into the deep with the same passion that has governed the ship of the Church for two thousand years...



We want to qualify ourselves by living in the digital world with a believer’s heart, helping to give a soul to the Internet’s incessant flow of communications!’



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Acts 1:8



***But you will receive power
when the Holy Spirit comes
on you; and you will be
my witnesses... to the ends of the earth.”***



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