



SUPPORT THE Catholic Communication Campaign

Dear Diocesan Director/Coordinator,

As Pope Francis reminded us in his 48th World Communications Day Address, “Communication is really about realizing that we are all human beings, children of God.” Your support of the Catholic Communication Campaign (CCC) will provide funding for projects here in the United States and all over the world that more effectively use technology and media to spread the gospel message.

Additionally, 50% of funds collected remain in your (arch)diocese to support local communications efforts.

The bishops of Malawi in Africa have made evangelization through modern social communication a pastoral priority. The Montfort Missionaries established a television station in 2007 that covers the whole country and all eight dioceses. Through this station, the Missionaries have provided television programming for education, entertainment, and relaxation, all in an ecumenical religious context.

However, with advances in technology, all broadcasters in Malawi were required to migrate from analog to digital broadcasting by the middle of 2015. Without outside help, the high cost of the migration would have prevented the Missionaries from completing the shift, causing blackout for over a third of their viewing audience.

Thanks to a grant from the CCC, the Missionaries received funds to help them buy the necessary equipment and overhaul their production and broadcasting systems to successfully migrate from analog to digital. This ensures that the 1.2 million viewers in the country will continue to have access to spiritual and uplifting programming encouraging their faith, worship, and witness.

Please encourage your parish leaders to use the promotional materials provided, especially the bulletin announcements, bulletin inserts, and collection envelopes. If you have any questions or need assistance, please contact me at 202-541-3365 or bkennedy@usccb.org.

Sincerely,



Bevin Kennedy
Assistant Director, Promotions, Office of National Collections

For more information on the work of the Catholic Communication Campaign, please visit www.usccb.org/cc.



CATHOLIC COMMUNICATION CAMPAIGN

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