



Bishop's Office

DIOCESE OF ROCHESTER
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My Dear People,

For the past five years we have taken time to reflect on the role of communications in our lives as we participate in the Catholic Communications Campaign. The theme for this year is simple, "proclaim...and make disciples of all nations." As direct as that theme may be, it constitutes our life-time mission.

Our message in communicating the Good News to all people is 2000 years old. However, our method and media have changed. Our efforts are to use effective and efficient means of communications to carry out that mission of the Church. It is not an effort to replace our personal contact and relationships - whether local or diocesan. It is an effort to use the media available to provide opportunities for our people to survive spiritually in a materialistic world.

Think for a moment of the amount of time which you spend communicating. By our nature we are creatures who reach out and share with one another. How many of our waking moments are spent talking, listening, writing, reading, as well as time spent viewing television, listening to the radio etc.

Many studies have been done about the detrimental impact that television, radio and press have had on our young people. The influence of this public media in helping to form decisions and direct people in making choices is astounding.

As Church our "built-in" means of communication have been through our Sunday homily and through our Catholic press. These are still valid and viable means of communication within the Church. However, we must continue to seek new ways to reach out to all people through the means of communication which are available within our society.

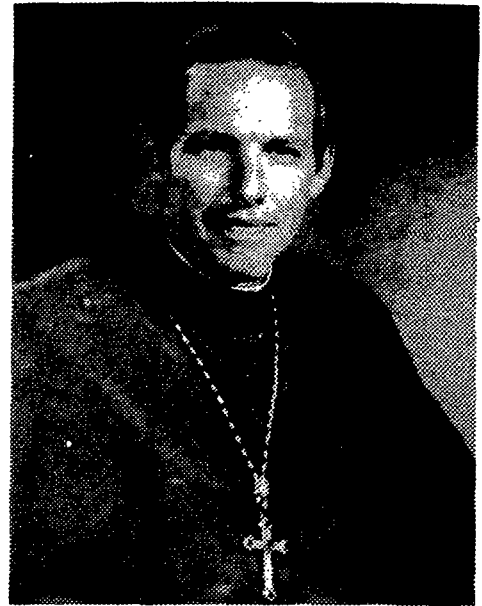
Once again I ask for your cooperation in supporting our Communication efforts at national and local level through your contribution in the collection on June 11th and 12th and through your prayers and encouragement.

I believe that the use of the media available to us today is an obligation, not an option if we are to truly proclaim the Message which gives life!

With every blessing, I remain

Your brother in Christ,
Matthew H. Clark
+Most Reverend Matthew H. Clark
Bishop of Rochester

His Love Endures Forever.



Support the 1983 Catholic Communication Campaign
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