



Bishop's Office

DIOCESE OF ROCHESTER
1150 Buffalo Road · Rochester, NY 14624
(716) 328-3210

My dear people,

Each year at this time we are called to reflect upon the meaning of communications in our life and in the life of our Church. The word "communications" is meaningless unless there is the ability to exchange messages among people. The media which we use in communications are merely the ways which we reach out to people with our message.

The theme of the National Catholic Communications Campaign for this year is most appropriate in that it is, "Revealing God's Love in a New Generation!" We have witnessed and have expressed concern about the negative effect of the media among our young people. As Church, we are challenged to reach that generation with the impact of the message that God certainly does love them and does call to them.

Our emphasis for communicating must not be one of technology, but one that is theological and pastoral. Father Avery Dulles, S.J. has expressed this concept with the words:

"The Church exists in order to bring people to communion with God and thereby to open them up to communication with each other... It is a vast communications network designed to bring people out of their isolation and estrangement and to bring them individually and corporately into communion with God in Christ."

It is through your generous contribution to our Communications Campaign that we are able to contribute to the communications efforts at national level as well as to strive to develop local means to reach our people who are the Church and the people whom the Church must serve.

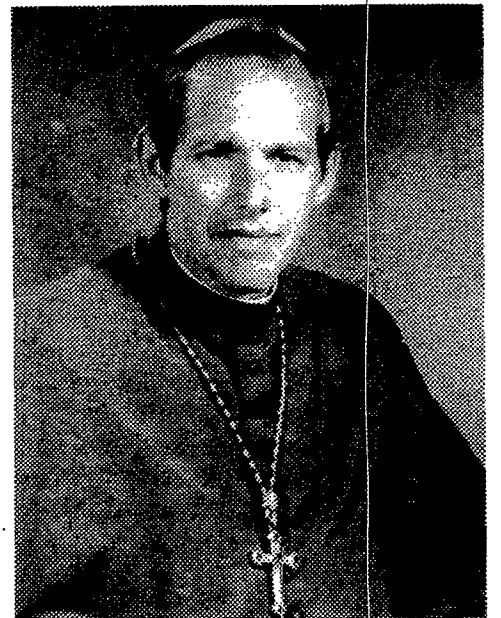
I call upon you to continue this support and to participate in monitoring the use of communication media in your own life and particularly in the lives of your children.

With every blessing I remain,

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

His Love Endures Forever

MHC:dk



Support the 1984 Catholic Comm
GIVE GENEROUSLY