

Facts About the Catholic Communication Campaign

1. WHAT IS THE UNITED STATES CATHOLIC CONFERENCE AND HOW IS IT RELATED TO THE CATHOLIC COMMUNICATION CAMPAIGN?

The USCC is the social and civil agency of the Catholic Bishops of the United States. The Catholic Communication Campaign is administered by the Department of Communication, the USCC office that is concerned with policy involving the mass media.

2. WHAT ARE THE GOALS OF THE CATHOLIC COMMUNICATION CAMPAIGN?

In 1979, the bishops of the United States established the Communication Campaign to assist the American Church in its effort to communicate the Lord's message more effectively. The Campaign attempts to accomplish this by funding the development of a whole spectrum of communication-related projects such as: videotape, radio, film production and print projects, education, training and research in communication, as well as assisting Third World countries with similar projects, to name just a few of its activities.

3. WHO FUNDS THE CATHOLIC COMMUNICATION CAMPAIGN?

The CCC's sole source of financial support is an annual appeal to Catholic parishioners throughout the United States. This appeal has averaged nearly \$5 million a year.



"Towards Healing" is a videotape program designed to help patients who range from young people facing death from terminal illness, to elderly individuals trying to accept their physical decline, to heart attack and accident victims. The Catholic Communication Campaign-funded program includes four 10-minute videotapes, several 20-minute videocassettes of reflective messages, and a guidebook for use in pastoral care.



Thomas Merton, from the hour-long program "Merton", which received major funding from the Catholic Communication Campaign. The program chronicles the life of the Trappist writer and theologian from adolescence until his death in 1968. It airs on WXXI Channel 21 on June 6 and 10.

4. HOW ARE THE FUNDS USED?

Half of the money raised annually stays in the dioceses. It is used there for a variety of communications-related activities: aid for parish communication projects, the operation of diocesan newspapers, video and radio production facilities and sponsorship of Catholic programming on commercial stations.

The other half of the money helps the bishops of the United States fund national communication projects of a similar nature. More than 180 media-related projects have been funded in the six-year history of the Campaign.

5. WHAT ARE SOME EXAMPLES OF NATIONALLY FUNDED PROJECTS?

- "Towards Healing," a videotape designed to help the terminally ill and accident victims overcome personal isolation and strengthen their spirituality.
- Two television programs on teen-parent relationships, "How to Raise Parents in These Troubled Times."
- The Media Mirror, an education program to help children and families retain Christian values in the face of modern media's influences.
- A prime-time, PBS documentary on Thomas Merton, a Trappist writer and spiritual leader.
- "Don't Call Me a Saint," a documentary film on the life and legacy of humanitarian Dorothy Day.
- "Panorama Hispano," a spanish-language cultural magazine series for National Public Radio distribution.
- Establishment of a biweekly newsletter, "Ucan Focus," for missionaries, local clergy and lay people throughout Asia.

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GIVE GENEROUSLY JUNE 9 & 10