



# DIOCESE OF TRENTON

## OFFICE OF COMMUNICATIONS

DEPARTMENT OF MEDIA AND PUBLIC RELATIONS

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### FOR IMMEDIATE RELEASE

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## Parishioners asked to support effort to evangelize through digital media projects

Catholics nationwide will have the opportunity to support Church communications through contributions to the Catholic Communication Campaign's (CCC) annual collection taken up the weekend of May 11-12.

The collection supports national and international media projects. Fifty percent of the collection targets local media efforts, such as print publications, television and radio programs, and digital initiatives. In the Trenton Diocese, the 2012 Catholic Communication Campaign amount was \$103,053.96 with \$51,526.98 forwarded to the U.S. Conference of Catholic Bishops – Catholic Communication Campaign and \$51,526.98 retained in the diocese.

Funds retained locally help to subsidize the diocese's award-winning media programming produced by the Department of Radio and Television. These include the teen talk show, "Realfith TV"; the Spanish-language show, "Cristo Para todos"; as well as "The Catholic Corner", and "Black Catholics Yes!" For more information on these programs, go to <http://www.dioceseoftrenton.org/page.aspx?pid=372>.

"With today's emphasis on audio and video, especially for youth and young adults, we are especially grateful for the generous contributions of parishioners around the diocese who support the Catholic Communication Campaign," stated Rayanne Bennett, the diocese's executive director of communications. "These funds help us continue to find creative and effective ways to invite a deeper understanding of the faith and its ability to sustain us through our daily lives," she added.

"The projects funded by the Catholic Communication Campaign allow the Church to spread the Gospel message in the digital environment," said Bishop Joseph J. Tyson of Yakima, Washington, chairman of the U.S. bishops' CCC subcommittee.

"The bishops firmly believe in the importance of these Catholic media projects, which allow the Church to evangelize within the modern communications world."

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The campaign recently supported communication efforts surrounding the election of Pope Francis and an immersion program in the Middle East for Catholic journalists to learn firsthand the concerns of the Middle East's Christian community.

Another funded project, in collaboration with the Greek Orthodox Archdiocese of America, is developing a digital safety guide for Roman Catholic and Orthodox Christian families to stay informed and responsible in their digital activities. The guide offers practical tips for protecting children and families, an overview of the challenges of becoming literate in digital communications, and theological foundations for responsible Internet browsing.

Information about the collection can be found at <http://www.usccb.org/catholic-giving/opportunities-for-giving/catholic-communication-campaign/>.

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