



**GENERAL ADMINISTRATION  
THE WORKS OF DON BOSCO**

**Department for Social Communication**

**SALESIAN SOCIAL COMMUNICATION SYSTEM**

**Guidelines for the Salesian Congregation**

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## ACRONYMS AND ABBREVIATIONS

**AGC** - Acts of the General Council

**ANS** - Salesian International Information Agency

**ASC** – *Archivio Salesiano Centrale* or Salesian Central Archive

**SB** – Salesian Bulletin

**C** - Constitutions

**GC** – General Chapter

**BM** – Biographical Memoirs

**SAP** – Sector Action Plan (PAS in Italian version)

**PSCP** – Provincial Social Communication Plan (PICS in Italian version)

**PP** – Province Project (POI in Italian version, which uses the adjective 'organico')

**R** - Regulations

**SPS** – *Scritti Pedagogici e Spirituali* or Pedagogical and Spiritual Writings

**SSCS** – Salesian Social Communication System

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B – Province Social Communication Plan (PSCP) n.b. PICS in Italian

**“Our publications tend to form an ordered system,  
broadly encompassing all classes forming human society”  
(Don Bosco, Circular Letter on Spreading Good Books,  
19th March 1885**

## Introduction

### Don Bosco’s vision

- 1 Don Bosco had a broad understanding of social communication. The letter he wrote about spreading good books serves as a *magna carta* for expressing his entrepreneurial vision, but especially his faith and his apostolic heart.
- 2 Social Communication for him was a priority mission **field**: “This spreading of good books is one of the principal aims of our Congregation...I beg you and I pray then, that you do not overlook this most important part of our mission”<sup>1</sup>.
- 3 Don Bosco considered Social Communication to be a most important **means** for the mission: “Therefore, desiring to see you grow in zeal and in merit before God every day, I will not fail to occasionally suggest to you the various means I believe are best for you to succeed and always be more fruitful in your ministry. And amongst these, what I want to warmly recommend to you, for the glory of God and the salvation of souls, is the spreading of good books. I do not hesitate to call this means Divine, since God himself used it to renew mankind”<sup>2</sup>...
- 4 Besides the press and the “spreading of good books”, Don Bosco utilised every communication instrument and language available at his time for education: the theatre, academies, music...
- 5 Don Bosco had foreseen, too, the power of **information** for animating his spiritual family and for mobilising society for his mission. Creating the SALESIAN BULLETIN responded precisely to this purpose.
- 6 His vision was directed towards education and the evangelisation of the young and poor people in general. He gave thought then to communication as a true System involving everyone: “Our publications tend to form an **ordered system**, broadly encompassing all classes forming human society”<sup>3</sup>.
- 7 The word *System* is dear to Don Bosco, who used it particularly to indicate his entire educational style, and the connection between the elements characterising it, The Preventive System. Fr Viganò had this to say about it: “It is clear to all that when GC21 speaks of the Preventive System, it does not refer simply to the classic pages written by Don Bosco in 1877 and then incorporated into the Regulations up until the SGC; but rather to an “integration of beliefs, attitudes, actions, interventions, means, methods and structures which have progressively constituted a *characteristic general way of being and acting, both personal and in community* – of Don Bosco, of individual Salesians and of the Family.”<sup>4</sup>

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<sup>1</sup> Don Bosco, Circular Letter on Spreading Good Books, 19 March 1885. In Epistolario vol. 4. pp. 318-321

<sup>2</sup> Idem

<sup>3</sup> Idem

<sup>4</sup> AGC 290, p. 10.

- 8 The Preventive System is the richest expression of Don Bosco's vision of education, and also of communication. "the practice of the Preventive System as an inspiration and way of living and working together, deepens our relationship with God, helps our fraternal relationships to mature, and unites Salesians, the young and lay people in a single experience, in an atmosphere of family, trust and dialogue"<sup>5</sup>.

### The dynamic vision of the Congregation

- 9 Don Bosco's vision has been carried forward dynamically by his successors, as demonstrated from the writings of all the Rector Majors, General Chapters, historical documentation of the Congregation.<sup>6</sup>
- 10 It is true that often it has been necessary to call attention to growth in commitment to this charismatic aspect, and to swap to a more positive and business-like attitude from rather defensive stances taken towards communication media. What Fr Ricaldone has to say is indicative of this: "We cannot content ourselves with purely negative views about this; we have to stem the flow of harmful printed materials by spreading good books"<sup>7</sup>.
- 11 In keeping with the evolving times, with the development of new technology and its effects on society and culture, a broader and richer vision has matured concerning the Social Communication field and its multiple significance, especially after the Special General Chapter (1971). A systematic and coordinated policy of development has also come into place. In fact, the Chapter cited Fr Ricceri's report which recognised that "a commitment which is **systematic, coordinated and adequate** to the importance and current situation of social communication instruments has not been promoted"<sup>8</sup>.
- 12 The Chapter and documents which followed reveal a consolidation of beliefs and of newer, more systematic practice by Salesians in the Social Communication field:
- the awareness of the importance of Social Communication as an "educational presence to the masses, a producer of culture, an alternative school"<sup>9</sup>;
  - the priority of this field for education and evangelisation<sup>10</sup>;
  - the broad vision of Social Communication as a human dimension with communion and the progress of human society as its primary purpose<sup>11</sup>;
  - the "valuing of all forms and expressions of communication: communication at interpersonal and group level, the production of messages, critical and educative use of the means of social communication."<sup>12</sup>;
  - the valuing of Social Communication as a new gathering space for the young<sup>13</sup>;
  - the making official of services, animation and coordination policies, of structures: the

<sup>5</sup> GC25, n. 85. Cf. also 14, 26, 138, 151

<sup>6</sup> Cf. Department for Social Communication: *I Salesiani e la Comunicazione*. Roma, Editrice SDB, 1989, p. 9-32.

<sup>7</sup> ASC 287, n. 143 .

<sup>8</sup> GC20, 453.

<sup>9</sup> "The mass media become ever more a massive educating influence, shaping and begetting cultures. They elaborate and broadcast accumulated evidence which underlie new lifestyles and new criteria of judgement. The incisive force and ever growing penetration of the mass media have turned them into a real, authentic alternative educational process for entire sections of peoples of the globe, especially for the young and the poor" (GC21, 148)

<sup>10</sup> Social Communication is a meaningful field of action which constitutes one of the important apostolic priorities of the Salesian mission: Our Founder "had an instinctive grasp of the value of this means of mass education, which creates culture and spreads patterns of life, he showed great originality in the apostolic undertakings which he initiated to defend and sustain the faith of the people. Following his example we utilise as God's gift the great possibilities which social communication offers us for education and evangelisation" (C.43);

<sup>11</sup> AGC 302

<sup>12</sup> GC24, 129

<sup>13</sup> GC25, n. 47

General Councillor for Social Communication<sup>14</sup>; the province Delegate<sup>15</sup>; the role of the Provincial and his Council<sup>16</sup>; the commitment of each confrere<sup>17</sup>; the information channels and production centres<sup>18</sup>; the tasks of the Provincial Conferences<sup>19</sup>;  
- preparation and formation of personnel<sup>20</sup>.

### **A Salesian Social Communication System,**

- 13 This comprehensive overview demonstrates that the Congregation has built up a true **System** of Social Communication
- 14 The term *Communication System* gained its first use through Fr Antonio Martinelli in preparation for the World Gathering of Salesian Bulletin directors (1998)<sup>21</sup>. He defines it as an "integrated and unified communication project".
- 15 The term *system* was used by Fr Vecchi (2000) to call attention to the pervasive aspect of Social Communication throughout Salesian presence: "Our communities, works and activities, to which we give rise like every institution, become part of a **much wider system of communication**, within which they are compared and interact. They seem silent, physical realities; but in fact they are sending out messages even before we have put pen to paper or taken a microphone to say who we are or talk about ourselves. It is indispensable, therefore, to attend not only to what is realised within the work; We must keep in mind the image it creates, the reflection our action produces outside the work. Building materials speak through their sober appearance and good taste; the kind of young person prevailing in the work is already saying something; so is the programme and educational style; the environment experienced directly or by other means, is already speaking. And as a result of our communication in and with the context, what we are doing can be expanded or be negatively conditioned"<sup>22</sup>. He then adds: "It is absolutely essential to consider our presence, community and Salesian work as a network of interconnected communication"<sup>23</sup>.
- 16 "Building a unified and integrated communication system" is a primary task indicated in the Delegate's Handbook<sup>24</sup>, which insists on the integration of Social Communication within the dynamics of provincial organisation.

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<sup>14</sup> C. 137;

<sup>15</sup> GC23, 259

<sup>16</sup> R. 31;

<sup>17</sup> R. 32;

<sup>18</sup> R. 33;

<sup>19</sup> R. 142;

<sup>20</sup> R. 31, 82; Ratio

<sup>21</sup> He made reference then to two documents of the Department for Social Communication: POLITICA INFORMATIVA PER LA CONGREGAZIONE SALESIANS, Rome, 1992, and PROGETTO ANS, agenzia internazionale di informazione salesiana 1993

<sup>22</sup> AGC 370. pp. 12-13.

<sup>23</sup> Idem, p. 17.

<sup>24</sup> Department for Social Communication. *Book of the Provincial Delegate for Social Communication*. Rome, 2001. The book gathers together reflections and aids from the World Meeting of Provincial Delegates for Social Communication (Rome, Pisana, 10-20 December 2000). The document refers to the work of the Delegate in "development and strengthening of the Salesian communication and information system", and to the network of correspondents. (p.64 and 69). "In examining a complete project of presence in the social communications sector, the provincial Delegate will help the provincial and his council in planning a communications system that, by building unity within the sector, also builds relations with all other pastoral sectors of the Province" (p. 108).

- 17 Finally, 'The Project of Animation and Government of the Rector Major and his Council for the Six year period 2002-2008' outlines the general aim of "building and gradually setting up a **system of communication of the Salesian Congregation** that is professional, stable but flexible"<sup>25</sup>:
- to stimulate the creation of a "communications ecosystem"<sup>26</sup> involving everyone (Salesians SDB, Salesian Family, teachers, students) in the Salesian spirit and mission, at Congregational, Provincial and community level;
  - to direct and guide the *relationships of communication and sharing* amongst those who make up the General Administration, and between them and the Provinces;
  - to stimulate *charismatic communion* within – with a sense of belonging primarily to the Congregation, beyond one's own province – and with the Salesian Family, by means of accurate information;
  - to ready *Salesians and lay partners* to be cultural workers, with a positive and accepting approach to and a familiarity with the use of instruments and techniques of communication ordered to the carrying out of the educative and pastoral mission;
  - to offer a response to the demand for communication and the preparation of the young in this field;
  - to develop in the Congregation a sense of Social Communication as a *mission field* and a space where young people gather (GC25, 47), sustaining the belief that mass communication and the development of information technology are vehicles for innovative models and new mentalities (GC25, 3) – cultural models;
  - to see to *specialised services* of communication and information tied to the Salesian mission, giving impetus to a strong mobilisation of society;
  - to present the Congregation to *public opinion* more effectively.
- 18 The Salesian Social Communication System of the Congregation aims to respond to the complexity as well as the energy of Social Communication in its many expressions and meanings. The simple creation of a communications sector does not serve such a vision. The communication system is placed at the service of the institution's entire project, with the objective of involving everyone in a shared vision of values and mission.
- 19 The Salesian Social Communication System is conceived of as a **unified and integrated project**, with a shared vision of values and mission which is distinctly Salesian, with planned policies and actions in the areas of animation, formation, information and production, and with a management of organisational structures and communication processes networked with the various sectors within the Congregation and the Salesian Family, and externally, with Church organisations and those locally and in society, taken broadly.
- 20 The functions of **animation and formation** in the System are aimed at enabling and forming communicational competence in people, and at managing Social Communication in educational processes as well as in the internal and external relations of the Congregation, using the criteria of Don Bosco's Preventive System; awareness of the value of Social Communication as something that begets culture, and leads us to the priority of choosing to **form personnel**. The personnel policy considers the need to form cultural educators and communicators, and is also concerned with preparing people professionally, Salesians and laity, for the Social Communication task. For those being educated, the project foresees the development of interpersonal and group communicational competence starting from their needs; formation for a critical understanding of the media; communication and expression in the various 'languages' of theatre, music, dance, printed material, art, cinema and TV, Internet; competence in the

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<sup>25</sup> Cf. AGC 380, p. 46-47

<sup>26</sup> "Communications ecosystem" translates the range of involvement and personal attitudes of those who agree to create an environment which is a real community of sharing ideals, values, relationships at the level of daily living in a community and a neighbourhood, understood either as 'real' or 'virtual'.



use of language, and of the resources and instruments of Social Communication. The Congregation develops formation programmes, but also sets out *ad hoc* structures, such as specific courses in Salesian University Institutions (IUS), in Technical Schools and in Social Communication Centres.

- 21 The **information** function of the System is directed to the production of Salesian information which promotes communion and a sense of belonging; education and evangelisation of the young; developing a mentality and mobilising for Don Bosco's mission, forming Salesian opinion on youth and educational questions. It is also directed to presenting an adequate image of the Congregation. To achieve these purposes certain regular operational channels have been developed, amongst which:
- The Salesian International Information Agency (ANS), with its network of correspondents and many information products for world, provincial and local communities;
  - the press offices;
  - The Salesian Bulletin is a magazine full of vitality still, 127 years after it was created.
  - Province Newsletters, portals, web sites now seen everywhere, consolidating the network and making Salesian information available.
- 22 The **production** function of the System sees to production and support of programmes, resources, archives and Social Communication enterprises at the service of the educative and pastoral mission to the young. Promoting mutual collaboration and networking between business enterprises forms part of this function. This is a much developed field in the Congregation, which can count more than 300 such enterprises (between bookshops, publishers, theatre and cinema halls, print-works, radio and TV broadcasting, audiovisual centres), as well as production centres for local media programmes.
- 23 This document puts together the fundamental elements for a framework of reference for Social Communication, and the guidelines and policies for the functioning of SSCS, such as have appeared in the Congregation's documents after GC20 (1971-2) and in the planning processes of recent years. As such, it is a working document for those who have particular tasks within the policy of promoting SC at world, regional and local level. It does not pretend to substitute the "Book of the Provincial Delegate" which remains valid as a "working manual" for those responsible for and at the workplace in Social Communication.
- 24 The document is presented in three interdependent parts. The first and second parts define the **identity and functioning** of SSCS, with the respective policy guidelines for all levels of implementation. The third part presents the manner of organisation, structures, roles and specific qualities of animation and coordination.
- 25 A new call has come from the Rector Major Fr Pascual Chávez: "Dear confreres, we must undergo a 'pastoral conversion'. In these past ten years we have worked much, but now the Church and history are asking us for an even greater impulse in understanding of our times and for an even wiser and more courageous vision of our apostolate. May Don Bosco give us light and courage to be able to be competent and credible educators, evangelisers and communicators, as required by the mission today."<sup>27</sup>

Rome, 2nd January 2005.

Fr Tarcisio Scaramussa  
General Councillor for SC

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<sup>27</sup> Message to the World Advisory Council for Social Communication, Rome, July 2004, Cf. Departments/Social Communication/Documents on [www.sdb.org](http://www.sdb.org)

## **PART I**

### **IDENTITY OF THE SALESIAN SOCIAL COMMUNICATION SYSTEM**

**Defining the identity of SSCS means spelling out those for whom it exists, its objectives or desired results, its beliefs and values, its mission, its policies and criteria for action, its subjects.**

## **THOSE FOR WHOM IT EXISTS AND THEIR NEEDS**

- 26    □ The very first beneficiaries of Social Communication in the Salesian Congregation are the young, especially those who are poor; poor people in general and the missions. Since these are the ones to whom the mission is directed, all communication is oriented towards responding to their needs for education and evangelisation.
- 27    **The needs of the young:**
- Understanding of, familiarity with, use of Social Communication processes and resources for their education and their relationship with God, with other people, with nature, and with society;
  - Critical awareness in interacting with Social Communications media;
  - Information that will assist their growth in life in society, their life project, and their relationship with the world;
  - Information about the Congregation, the Church, Religious Life.
- 28    **The needs of poor people in general and the missions:**
- Adequate Social Communication resources for the work of formation, and for socio-political and cultural-religious development of ordinary people;
  - Sources of data and research into youth;
  - Networking for exchange and building up of projects.
- 29    □ Others who benefit are Salesians, lay partners with Salesians in mission, the Salesian Family, those who sympathise with Don Bosco, society (Social Communication media, church, civic, government and non-government organisations and bodies, specific sectors). Social Communication responds to their needs, doing so in such a way that these services provide benefit for the ones who are intended to benefit primarily.
- 30    **The needs of the Salesians:**
- Knowledge of today's youth 'language';
  - Help to arrive at a positive and critical attitude in accepting and being familiar with the use of communication instruments and their language.
  - Preparation to be cultural animators;
  - Continuing formation for working professionally in the Social Communication field;
  - Training aids for carrying out their educative and pastoral mission;
  - Information on the life of the Congregation, of the Salesian Family, on the young and education;
  - Mental preparedness for growth in - and in the meaning of - communion and belonging (corporative teamwork);
  - The spreading of Salesian principles and values;
- 31    **The needs of the Congregation:**
- Setting up a Social Communication System which is professional, stable and flexible (with an integrated strategic plan, networking, adequate structures and equipment, communication with society, communications ecosystem);
  - Qualified personnel
  - Information and mental preparedness for an Animation Project;
  - Centres of formation and production (Structures and means – business enterprises);
  - Formation and strengthening of the Congregation's image where society is concerned, as an educational and evangelising institution working at the service of poor young people and poor people in general;
- 32    **The needs of lay partners:**

- Understanding youth 'language' today;
- Knowing the Salesian system;
- Formation as cultural animators;
- Formation in the use of Social Communication resources in education;
- Documents and aids for their educative and pastoral work;
- Innovative resources in Social Communication.

33 **The needs of the Salesian Family:**

- Preserving its historical patrimony;
- Access to the sources of the Salesian Family's history;
- Updated information on events in the Salesian world;
- Documents and aids for their educative and pastoral work;
- Resources in Social Communication for the mission;
- Networking within the SF and with other church and civic bodies.

34 **The needs of the Church and of Society:**

- Information that is a wake-up call for the world of communication, and likewise for the formation of critical awareness;
- Information which is both truthful and freeing about youth, education, the Church, religion, society;
- Spreading values for a culture of justice, peace, solidarity and communion.

## THE DESIRED RESULTS

- 35    □ **The young, especially those who are poor:** able to understand, control, critically use processes, languages, and resources in Social Communication in their relationship with God, with people, with nature, with society, and informed of developments in Evangelisation, the Church, Religious Life, the Congregation, the Province.
- 36    □ **Ordinary people and the missions:** adequately served by resources in Social Communication for their work in formation and socio-political and cultural-religious development, as well as in information about and research into youth.
- 37    □ **The Salesians:** prepared for being cultural animators, knowing and controlling the new Social Communication languages, supported by communications resources for their educational mission and with information on the life of the Congregation, the Salesian Family, the young and education; Salesians who are satisfied with the spreading of Salesian principles and values.
- 38    □ **The Congregation:** by making available a professional Social Communication system at the service of communion and the mission, with motivated and qualified personnel who have vision and a common project; with Salesian formation and production centres, with appropriate instruments for information, with a strong image of the Institution's education and evangelisation at the service of poor young people and poor people in general.
- 39    □ **Lay partners:** understanding youthful language, knowing the preventive system, formed as cultural animators, resourced in Social Communication for their educative and pastoral work, informed about the youth reality and about education.
- 40    □ **The Salesian Family:** informed of its history and of events in Salesian life, supported by communication resources for educative and pastoral activity, with historical memory intact.
- 41    □ **The Church and society:** served by information that is a wake-up call for the world of communication, for formation in critical awareness, for a culture of peace; with truthful information on youth and education, on the Church and religion.

## BELIEFS AND VALUES

**Beliefs and values are the key ideas that define, distinguish and guide Salesian Social Communication.**

- 42    □ The human being is a being for communication, dialogue, a being for others, the condition and possibility of each and every act of communication.
- 43    □ Human communication which is true, effective, is a process of human relationships which, besides passing on clear messages, is able to generate amongst people:
- Understanding;
  - Communion;
  - Solidarity
  - Participation;
  - Respect;
  - Mutual enrichment;
  - Perfecting human relationships;
  - Fraternal living.
- 44    □ Communication's greatest content is the gift that God makes of himself to humanity, in Jesus Christ who is risen.
- 45    □ Evangelisation, catechesis, education do not take place without an adequate and human communicational process.
- 46    □ Social Communication media are God's gift and are of fundamental importance to education and evangelisation today.
- 47    □ Social Communication is a broad field of meaningful action that becomes part of the apostolic priorities of the Salesian mission.
- 48    □ The Salesian charism has innovative potential in the communications area.
- 49    □ Don Bosco's Preventive System is a summary of Salesian communication style. "Don Bosco passes this on to us as a way of living and of handing on the Gospel message, and of working with and through the young for their salvation. - It permeates our approach to God, our personal relationships and our manner of living in community through the exercise of a charity that knows how to make itself loved" (C.20).
- 50    The Salesian Congregation's Social Communication policy is guided by **criteria** which characterise the differentiated aspects of Salesian practice, and which indicate the important choices and style of action in this area:.
- 51    • **Criteria of incarnation:**  
Salesian life's youthful and popular charism guides the communications work of the community and of individual communicators. It draws from the charism a communication which seeks to establish positive open relationships and participation in the life of the young and people generally, and along these lines then it presents the Salesian works and activities which are found in various contexts around the world. Life in practice makes possible a realistic reading of current world events and situations affecting the broad world of the young, starting from an inculturated

viewpoint concerning the educator and evangeliser.

52 • **The criteria of witness and vocation:**

The SSCS ought to develop efforts to guarantee that the Institution's image gives witness to young people of our social and Christian commitment to transforming society. We are aware that "the first educative service that young people need from us is witness to fraternal life that becomes: a response to their profound need for communication, a proposal for a truly human life, a prophecy of the Kingdom, an invitation to welcome the gift of God" (GC25,7). Social Communication is an expression of pastoral zeal on the part of the community, and shows a positive and consistent image of the Congregation as a community of consecrated persons at the service of the mission, attractive to the young and to people generally. To widen the circle of friends and partners, of those who join us in responsibility for youthful and popular activity, we commit ourselves to arousing interest in Don Bosco's mission, his development and evangelisation works, in activities directed to freeing the young and people generally from their most immediate problems in view of growth in humanity. "Selling", for us, is giving rise to new Salesian vocations: building an ever more extensive movement in Don Bosco's style.

53 • **The criterion of the Evangeliser and educator:**

The Salesian charism is an educational charism. *To evangelise by educating* and *to educate by evangelising* sum up Salesian activity in the area of communication too. For the spiritual Sons of Don Bosco and of St. Francis de Sales, this activity is in perfect harmony with the practical choices made by our founder and our patron. Salesian Social Communication, therefore, has this character of education, and it expresses it as a commitment to the cause of culture and education, as a safeguarding of traditional Salesian culture, as a response to the demand for communication and preparation in this field by educators and the young, and as the content and form of its communication. We are convinced that commitment to education is "our principal contribution to changing the world for the coming of the Kingdom" (GC24, 99).

54 • **The criterion of the Preventive System:**

"The original contribution that we can offer to the cause of education is called the Preventive System (GC24, 99), which is the heart of the communications environment. "In Don Bosco's mind and in Salesian tradition, the Preventive System always tends to be identified with the Salesian spirit: it is pedagogy, pastoral ministry, spirituality taken as a whole, which brings together in a unique and dynamic experience educators (individually and in community), those for whom we work, contents and methods, with clearly describable attitudes and behaviours" (GC21, 96). Salesian communication...characterised by the Preventive System... disseminates values of the Salesian spirit, such as: apostolic zeal, a sense of God and the Church, special love for the young, family spirit, optimism and cheerfulness, common sense, creativity and flexibility, work and temperance, and the practice of the Preventive System through assistance and presence made up of reason, religion and loving-kindness. These features together describe the ideal and enviable profile of a communicator.

55 • **The criteria of ethics and professionalism:**

The educational nature of Salesian communication imposes ethical and professional criteria. ...Ethics expresses professional honesty on the part of the communicator, as an attitude of continuous search for truth, of institutional consistency without triumphalism and self-reference, as a democratic attitude of deep respect for facts, for those for whom we work and whom the facts serve. Ethics implies the absence of trickery or manipulation, respect for the rights of the author, image; respect for privacy and for the law. Professionalism brings with it a rigorous way of doing things, appropriate to the nature of the realities being dealt with. In communication it

means: systematic, critical and constant evaluation of data; differentiation of recipients in terms of varied interaction and information; quality of form and content, appropriate to recipients with their abilities, and to the instrument itself with its requirements.

56 • **The criterion of an interdisciplinary approach:**

To be effective in our mission, we are inspired by Don Bosco who promoted innumerable initiatives and forms of communication with various 'languages' such as theatre, music, art, literature..., and who sought every means to communicate, without ever losing sight of the community aim of his educational mission. The interdisciplinary approach in communication is a requirement of the Salesian charism: as a communication instrument in the worldwide expression of the Salesian mission; as a response to needs particular to holistic education, which presumes a sharing of knowledge and a plurality of languages; as an expression of initiative and participation which is characteristic of the Salesian educational process.

57 • **The criteria of system:**

Systematic implementation means working with a common vision, aligned with the Church and the Congregation, with policies and integrated projects at various levels, with sectors inter-connected, with methods, works, people, and networking between ourselves and other institutions in society working for the same mission. Teamwork and collaboration are guidelines inherent in our project of life and organisation as a religious society.



## **THE MISSION**

- 58 The mission of SSCS is to promote a Salesian Communications environment as a communion of people, works, projects and activities, and to implement the development and application of resources in Social Communication for education and evangelisation of the young, especially those who are poor, and in society.

### **Policy guidelines...for carrying out the SSCS mission**

- 59 Social Communication is developed within the framework of reference of Salesian Youth Pastoral Ministry, as a dimension of educative and pastoral activity, as a work and field of mission, as the management of processes and products aimed at creating and re-enforcing Salesian communication environments.
- 60 The actions of SSCS are directed to generating results which are consistent with Salesian beliefs and values, generating solidarity and peace in society in its widest sense, and serving the internal charismatic communion of the Congregation and Salesian Family.
- 61 Social Communication in the Salesian Congregation is entirely at the service of the Church's mission, centred on education and evangelisation of the young, especially those who are poor, and on education to faith of poor people generally.
- 62 Promoting Social Communication is the responsibility of all, with the animation and coordination of the Councillor for Social Communication at world level, and of Provincials and Delegates at province level, in view of systematic activity, with common plans and policies integrated through the Project of Animation of the Rector Major and his Council and through the Province Project (PP), (or POP in Italian).
- 63 "Social Communication goes beyond the restricted confines of a Province. It must be considered, then, as a network. Whatever cannot be done through the efforts of one Province alone can be achieved through the participation of many" (AGC 370,41).
- 64 "These services" (of communication) should have "liaison and cooperation" with other Province centres "and the Councillor General for Social Communication" (R. 31). "Publishing houses in the same country or region should devise suitable methods of collaboration, so as to adopt a unified plan" (R. 33).
- 65 Along these lines, where it is convenient and opportune, conferences or regions will organise teams, structures or shared services, consultation and links in Social Communication, to serve the Provinces. These structures and services should be regulated by agreements or specific statutes agreed upon by the provinces, with the participation of the regional Councillor, and after hearing the opinion of the general Councillor for Social Communication.
- 66 The promotion of Social Communication is supported by constant evaluation. This evaluation is guided by objective parameters or indicators, to measure the degree of achievement of the desired results and implementation according to the listed criteria. Everything is carried out with the participation of the people involved, valuing efficiency of planning and processes set in motion, and directing the steps which are to follow.

## THE SUBJECTS

- 67 The term *communication* refers to people in inter-personal or group relationships, but also to a social and cultural reality which involves everyone in a network, with the important mediation of instruments and technology. Reciprocity, participation in acceptance and response, is intrinsic to the meaning of the word communication. We can say that all people involved in the process of communication are subjects of social communication.
- 68 In promoting the Salesian Social Communication System, some subjects with particular attributes need consideration:
- Since we are educators, we are particularly interested in the subjects of inter-personal communication: **adults and the young, laity and religious**. In the spirit of the Preventive System, everyone is committed to developing communicative competence, living together in trust and friendship, relationships and ways of working together.
  - The **Salesian community and the educative community**: even with its different roles and competencies, the whole community is responsible for the development of social communication.
  - **Professional workers** with specific roles and responsibility for communication as defined by the organisation both within and beyond the community.
  - **Leaders and animators** at their respective levels and with their respective qualities:
    - At the general level of the Congregation, the Rector Major with his Council, the Councillor General for social communication and the Department team;
    - At the regional level, the Regional Delegate or Coordinator;
    - At the province level the Provincial with his Council, the Delegate and the SC Commission;
    - At the local level the Rector with his Council and the one in charge with his local SC team.

## **PART 2**

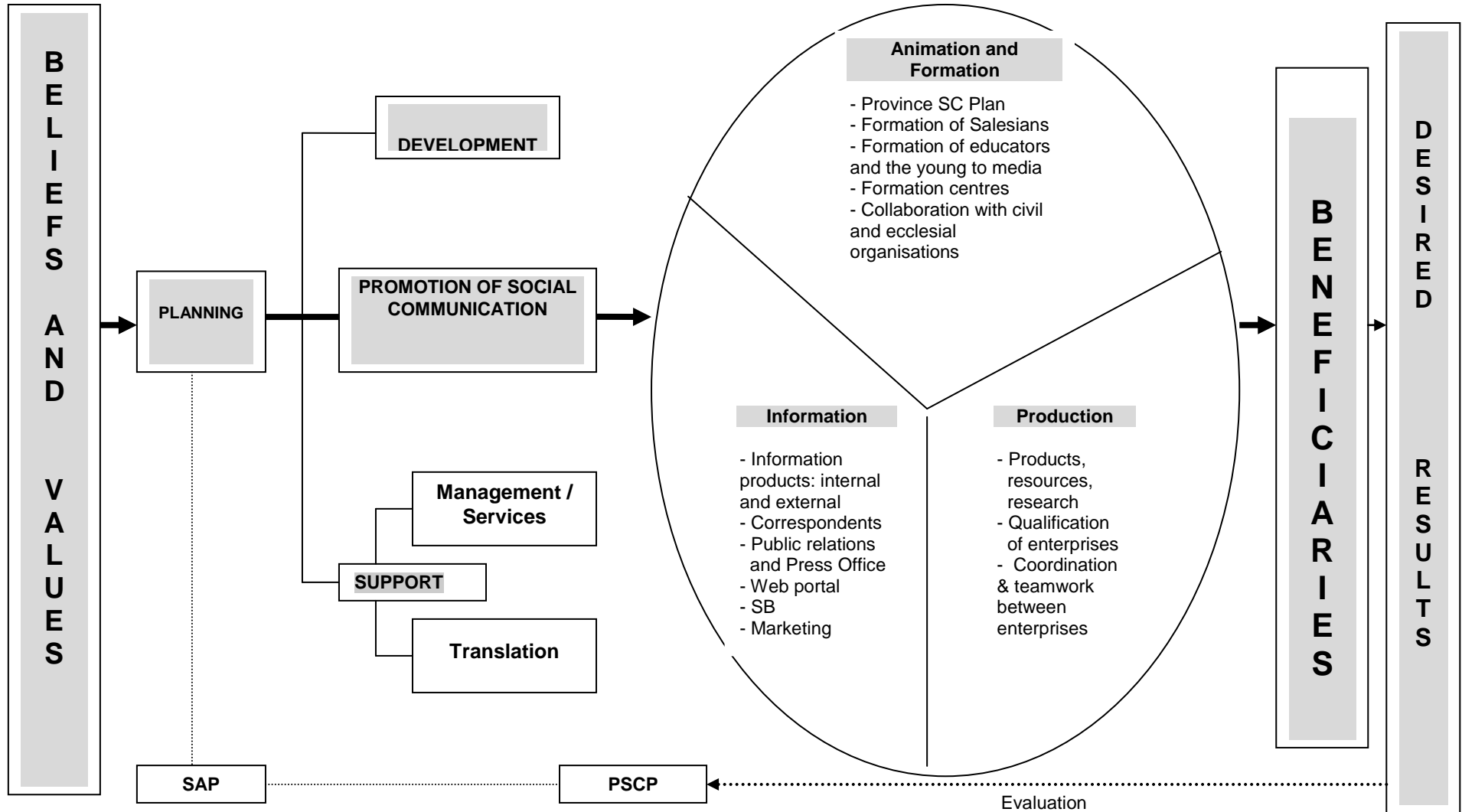
# **THE FUNCTIONING OF THE SALESIAN SYSTEM OF SOCIAL COMMUNICATION**

## **Introduction**

- 69 To ensure the functioning of an institutional system it is necessary to set out the various functions which are involved. The functions are a unity of related activities, necessary for realising the Institutional Mission taken as a body.
- 70 Setting out the functions means pointing out what has to be done and how it is to be done in the various activities. This is different from the organisational architecture which defines the functional areas with their respective attributes and tasks.
- 71 In SSCS the following functions are identified:
- Planning;
  - Development;
  - Promotion;
  - Support: management and services / translation.
- 72 Following is a diagram showing the functioning of SSCS and a description of the respective functions.

### Diagram of the functioning

**MISSION:** Promoting the Salesian communications environment as a communion of persons, works and activities, and the development and application of the resources of Social Communication in the mission to educate and evangelise the young, especially those who are poor.



## **PLANNING: Basic function:**

### **Objective:**

- 73 Ensuring the constant updating of SSCS in the face of the needs of those who will benefit from it, and to guide its actions so that they will be effective in achieving the desired objectives.

### **Policy guidelines for planning:**

- 74 The function of planning is handled as a strategic condition for promoting SSCS, for directing its development and helping actions converge in view of the desired results.
- 75 The development of SSCS is guided by a Sector Action Plan (SAP) at the general level, integrated with the Project of Animation of the Rector Major and his Council, aimed at creating team effort between the provinces and collaboration between the specific works of formation and production.
- 76 At the province level SSCS is guided by a Province Social Communication Plan (PSCP), integrated with the overall Province Plan (PP) and which seeks to apply the Congregation's SC policy and the general planning of the Rector Major and Council for the six year period to the Province.

## **DEVELOPMENT OF SC: specialised function**

### **Objective:**

- 77 To guarantee the vitality, energy and Salesian style of communication in its expression of the cross-dimensions of educative and pastoral activity, in the specific and integrated mission field of Social Communication.

### **Policy guidelines for development:**

- 78 The development of Social Communication and the building up of the SSCS are supported by evaluation, research, study and reflection, and monitored through consultation, formation and growth.
- 79 One task of this function is to give depth to the Salesian pastoral methodology of communication at the service of the Congregation, the Church and Society.
- 80 To guarantee this function, ongoing consultancy groups are created at the world and province level for Social Communication, made up of teams of Salesian and lay experts for the different areas, coordinated respectively by the General Councillor and by the Province Delegates for Social Communication.
- 81 The formation of Salesian and lay specialists in Social Communication is taken care of as a practical realisation of the awareness of the priority it receives in the Salesian mission.

## **PROMOTING SOCIAL COMMUNICATION:**

### **Objective:**

- 82 Setting in place, supporting and effectively enabling the processes of animation, formation, information and production which make the implementation of Social Communication at the service of the Salesian mission effective.

### **Policy guidelines for promoting SC:**

- 83 Promotion of Social Communication occurs within the following choices:
- directing efforts for forming personnel, teams and centres, dedicated to developing messages rather than being preoccupied with getting equipment or managing material structures;
  - working with projects aimed at creating communication processes at the service of the Salesian Educative and Pastoral Project (SEPP), charismatic communion and mobilisation for the mission, rather than being aimed at isolated works and activities;
- 84 Processes and structures are created with personnel and means appropriate for carrying forward animation, formation, information and production at the general and province levels.
- 85 The coordination of promotion of Social Communication is achieved by the Councillor for Social Communication at general level and by the Delegate for Social Communication at the province level.
- 86 The Provincial, according to the indications given by the 23rd General Chapter, must appoint the Delegate for Social Communication, who "will assist individual communities in promoting various communicational realities, will offer his service to the various sectors of activity, and will maintain relations with local, ecclesiastical and civil organisations" (GC23, 259).

## □ - Animation and formation

### Objective:

- 87 To enable the formation of communicational competence for people, and the management of Social Communication in educational processes and in the internal and external relations of the Congregation.

### Policy guidelines for animation and formation:

- 88 The animation process applies the actions foreseen in the formation plan and for the management of Social Communication in educational processes and in internal and external relations.

- 89 The formation of Salesians takes into consideration:
- what the Regulations say in article 82: "The Salesian mission orientates and characterises at all levels the intellectual formation of the members in a way that is original and unique. Therefore the programme of studies must preserve a balance between serious and scientific reflection and the religious and apostolic dimensions of our way of life. Those branches of study shall be cultivated with special care which deal with the education of and pastoral work for youth, catechesis and Social Communication."
  - Guidelines from the Ratio (*The Formation of the Salesians of Don Bosco. Principles and Norms*);
  - sensitising and preparing confreres, so that they can play their part professionally in the communication field;

- 90 Conducting formation projects for Salesians and educators takes into account these three levels (Cf. AGC 370, p. 22-25):

- *General basic level:*
  - Deepening theological and pastoral reasons for communication;
  - The study and putting into practice of Don Bosco's Preventive System as one of the best expressions of communication and as a basic reference for all of formation;
  - Formation of communicational competence in the educator beginning from his or her needs;
  - Enabling teamwork and other forms of collaboration;
  - Enabling reading, critical evaluation, interaction with the media, overcoming the condition of being a simple consumer;
  - Critical awareness and being in harmony with the languages that carry youth culture, such as literature, theatre, music, cinema...;
- *The level of leaders (animators) and educational and pastoral workers;*
  - The need to understand the culture of our globalised world, but also being able to contribute to the creation of alternative models of culture;
  - Interaction with the system of mass communication media, ensuring the formation of creative individuals careful in using media to the benefit of everyone;
  - Competence in use of language, resources and Social Communication equipment/instruments in educative and pastoral activities;
  - The formation of the media educator, the educommunicator, the cultural animator.
- *Level of specialist preparation:*
  - Specific technological and professional formation;
  - Participation in programmes of the Social Communication formation centres.



- 91 Conducting formation projects for the young takes into consideration:
- The formation of interpersonal and group communicational competence, starting from their needs;
  - The formation of cultural animators;
  - Formation for critical understanding of the media;
  - Communication and expression in the various 'languages' of theatre, music, dance, folklore, printed materials, art, cinema, TV, internet...;
  - Competence in the use of language, resources, instruments of Social Communication;
- 92 Animation and management of Social Communication in educational processes takes into consideration:
- Mass communication and the development of information technology as vehicles of innovative models and new mentalities, which require precise attention in the educational field.
  - The valuing of communication in educative communities, respecting initiative and participation;
  - Production of messages;
  - *Education through media*, considered as instruments to be used in general educational processes, *education to media*, which refers to critical understanding of media, understood not only as instruments but as language and culture, and *education for media*, addressed to forming professionals;
  - Artistic expression, cultural, musical, sporting activates and free time all in a Salesian style;
  - Care for the environment in its various aspects;
  - opening up to "forms of education and evangelisation which value Social Communication as a vital new space for gathering young people".
- 93 Animation and the management of Social Communication in internal relations takes into consideration:
- The constant commitment to building a community of persons with a common and shared vision of mission, Salesian spirit and project, in a family and communal atmosphere involving everyone, Salesians and laity, teachers and students;
  - The visibility of the Salesian community as an animating nucleus with a welcoming presence;
  - The incentive of all activities promoting exchange in the sense of facilitating the exchange of experiences;
  - An attitude of overcoming sectionalism in activities and works, and functional areas (Youth Ministry, Social Communication, Missions...) locally, provincially and worldwide;
  - Promoting unity in a growing diversity of cultures and situations in constant transformation, with constant dialogue between Centre and Provinces, so that on the one hand there is a knowledge and account of situations and local problems and on the other, an openness to the universal horizons of the Congregation.
  - Closeness on the part of the General Administration to Conferences and groups of Provinces, for planning local interventions in a network rather than coming down from on high; involving centres, regional or provincial Delegates.
- 94 The animation and management of Social Communication in external relations takes into consideration:
- Care for public relations of the Congregation;
  - Care for the image and institutional advertising of the Congregation;
  - Assisting the Rector Major and his Council generally, provincials and their councils at that level, in their relations with people, communities, institutions, Social Communication media, public activities;

- Promoting awareness of the Congregation for ecclesiastical government and civil organisations, in such a way as to help the carrying out of the Salesian mission;
- Links with Social Communication media for using media in education of the young and spreading the Good News;
- Opportunity for entering the media world, for knowing the Social Communication media, using them and positively influencing their contents;
- Links with and participation in ecclesiastical and civil organisations which work in and coordinate the Social Communication sector;
- Participation in events and ecclesial and social movements in the Social Communication field which have relations with education and pastoral ministry.

## □ Information

### Objective:

- 95 Producing Salesian information that encourages communion and a sense of belonging, education and evangelisation of the young, a mental approach and mobilisation for Don Bosco's mission, and presenting an adequate image of the Congregation.

### Policy guidelines for planning:

- 96 Don Bosco had foreseen, too, the power of information for animating his spiritual family and for mobilising society for his mission.
- 97 Information is differentiated and made appropriate in response to the needs of a real recipient – individual or group - in a language and means adapted to this person and which is also opportune.
- 98 Information is consistent with policy guidelines and with the criteria of Social Communication in the Congregation.
- 99 The exchange of news and experiences is enabled as a growth factor in the sense of unity and belonging to the Congregation and the Salesian Family.
- 100 Information contributes to the support and development of the Project of Animation of the Rector Major and his Council and the Project of Animation of the Province and its communities.
- 101 Besides contact with and personal knowledge of the young in each work or area of work, we aim at a good and well-documented understanding of the youth world which is constantly in development. A richness of information is accumulated about this for a better understanding, for an increase in appreciation and for a better qualified service. At the same time we give this information to society to create opinion and awareness that can give rise to policies and actions in favour of the young.
- 102 To sustain animation and the good functioning of the Congregation as an organisation, we provide a constantly updated databank that allows knowledge of each instance quickly, precisely and securely – regarding the situation of personnel, works and activities.
- 103 The information function also looks after the preservation of historical and cultural documents of the Congregation, whether written or images (static or moving), sound bites, artefacts and objects, through the management of archives, libraries, museums, monuments.
- 104 The institutional image is seen to through correct and complete information which clearly shows the social intentions of a work of Don Bosco. "We labour in economically depressed areas and for poor youth. We collaborate with them, educating them to a sense of moral, professional and social responsibility. In this way we contribute to the development of both people and environment. We share in a way appropriate to religious in the witness and commitment of the Church to justice and peace. While not getting involved in ideologies or party politics, we reject everything that encourages deprivation, injustice and violence. We cooperate with all who are trying to build a society more worthy of man's dignity. The advancement to which we dedicate ourselves in the spirit of the Gospel makes tangible the love of Christ which makes men free, and is a sign that the Kingdom of God is among us."

(C. 33).

- 105 Information structures, means and products are constantly enabled and professionally qualified, especially:
- THE SALESIAN INTERNATIONAL INFORMATION AGENCY (ANS) with its network of correspondents in regions and provinces
  - Services for PUBLIC RELATIONS and PRESS OFFICES
  - SALESIAN BULLETINS
  - WEB SITES AND PORTALS
  - Services for DOCUMENTATION AND ARCHIVES
  - PROVINCE NEWSLETTERS and the manifold production of Salesian information
  - The PLATFORM OF TECHNOLOGICAL MEANS AND INSTRUMENTS for communication allowing greater speed, economic and energy savings, continuous and personal access to information.

## □ **Production – business enterprises**

### **Objective:**

- 106 To produce and sustain programmes, resources, archives and Social Communication enterprises at the service of the pastoral and educative mission to the young.

### **Policy guidelines for production:**

- 107 Production takes into consideration the needs and concrete values of its recipients. The achievement of products and the utilisation of Social Communication resources are preceded by research to highlight the real needs of recipients and are evaluated by measures which can gauge their impact and effectiveness.
- 108 Production is balanced with a commitment to evangelisation with respect to the diversity and the freedom of recipients. It offers products which spread gospel values and contribute to education in faith.
- 109 The production process contributes to making the charism, image and work of the Salesian Family known.
- 110 SSCS encourages the safeguarding and conserving, in up-to-date and organised ways, of the cultural and historical patrimony of the Congregation and the SF, as well as information concerning this.
- 111 Promoting the development and professional and Salesian qualification of business enterprises, of their mutual linkages and cooperation, is achieved through the following strategic objectives and tactics:
- **Foreseeing** from the beginning a broad canvas within which to bring together: a transnational organisation, expression of solidarity in the interconnected internal forces of the Congregation and the Church and a group of multimedia communication enterprises.
  - **Professionalising** the way personnel work and the management of activities, works and enterprises in the communication sector.
  - **Consolidating** activities and works in communication by means of business criteria - taken up in the Province Project, based on consistent juridical guidelines, they should have a clear Salesian identity and precise editorial plan, with qualified Salesian personnel.....an objective and forward-looking planning, with conditions for a real profitability both economically and for the mission.
  - **Coordinating and articulating** the activities of all the communications enterprises in order to better utilise limited financial and human means, a greater efficiency and witness of spiritual and ethical unity in the mission and in action.
  - **The tactics** for such a project consist in beginning from or in supporting a work or enterprise already functioning professionally and which is already strengthened from a business point of view, to stimulate and gradually orient to mutual understanding, to cooperation and to coordinating the potential that exists between the enterprises.
- 112 This whole process is guided by a General Strategic Plan responding to the needs of the enterprises, of provinces and of regions. To make a strategic plan means:  
- to describe and to analyse the internal and external scenarios, to identify the needs and possibilities of each enterprise and respective sectors (publishing, bookselling, radio, television, printing, community halls etc.)

- to indicate priorities;
- to indicate the objectives or practical aims to be achieved;
- to indicate the guidelines or policies for the process;
- to define the action plan: what, with who, when, where, who is responsible, resources.
- to define ways of checking and evaluating.

- 113 Action by the General Administration is an important element in the process of development of business enterprises. It is a strategic moment for team projects and an authentic moment too for cooperation and inter-mediation between provinces, not for financial support.
- 114 Social Communication enterprises are considered to be true works of the Salesian educative and pastoral mission. The organisational and business-type specifics of SC works require reciprocal and interconnected implementation between Departments, especially the Departments for Social Communication, Youth Pastoral Ministry and Economy.
- 115 The Department for SC functions as a coordinating and accompanying body for the project, without centralising decision-making. For this there is a need to foresee communication processes, as well as processes for presence and for periodical evaluation.
- 116 The contract for cooperation stipulated between business enterprises or provinces establishes the kind of involvement of the SC Department and of the region. The regular function of animation and guidance, coordination and monitoring from the Department for SC is not a substitute for interdependence of works and provinces, nor for exercising subsidiarity of competence and specific autonomy.
- 117 The provincial and his council, in accordance with what is said in Reg. 31, take practical and systematic initiatives for promoting SC business-type enterprises and for their administrative and managerial continuation. The Province Plan foresees the appropriate selection and formation of Salesian and lay personnel for a professional and consistent action marked by the Salesian charism in these works.
- 118 The role of the province Delegate for SC is fundamental for animation, accompaniment and teamwork between enterprises. He will carry it out with an attitude of respect for the business processes and the relative competencies, for coordination with the province taken as a whole in the field of Social Communication understood as a system, guaranteeing the Salesian character of the enterprises. He will carry it out in the name of the Provincial and his Council who he will keep constantly informed and from whom he will receive the necessary guidance.
- 119 The development of the Scholastic Publishing Project takes into consideration the process of renewal of the Salesian school, together with the Department for Youth Pastoral Ministry and the guidelines for action at regional level.
- 120 New scholastic publishing should come into being on the basis of a project of networked SDB schools and can also be an opportunity for experimentation and development of the publishing project. This project is open to a wider scene and to other school, as a cultural offering of the Congregation to the Salesian Family and to society.
- 121 The promoting of the scholastic publishing project for school teachers is understood as formation of these same teachers, in such a way that it becomes an offering of the Salesian pedagogical project, and is not a mere distribution of school texts.
- 122 The complexity of management of enterprises in the radio and television sectors

requires a specific professional qualification oriented to production of programmes and aids, and the use of other means of spreading information rather than creating structures, especially if they are very complex structures.

□ **Support: management and services / translation.**

**Role:**

- 123 To ensure the availability and adequate management of personnel, of resources and necessary services for SSCS to function.

**Policy guidelines for support:**

- 124 The conduct of this function of support is achieved in perfect understanding with the Economer General's office and/or the Provincial Economer.

- 125 **The management of personnel** takes into consideration:
- Alignment between beliefs and values of the Congregation, and commitment to the carrying out of the Salesian mission.
  - Support and development of a policy of human resources which permits SSCS to count on qualified and motivated personnel;
  - Constant formation of people for the development of their potential and for their adequate positioning in the work structures;
  - Implementation in conformity with laws and norms currently in force.

- 126 The management of economic and financial resources and patrimony takes into consideration:
- The availability, appropriate application and control of necessary resources to carry out the SSCS mission in the Congregation;
  - Implementation in conformity with the laws and juridical norms currently in force in civil society and in the Congregation;
  - Professionalism in procedures;
  - A budget corresponding to each of the plans.

- 127 The **management of services** takes into consideration:
- The organisation and methods of work so that organisational structures are constantly brought up to date and are adequate for achieving the desired results, within the framework of reference of the Constitutions and Regulations of the Society, and so that the improvements gained in a determined sector or area of the Congregation can affect other sectors and areas;
  - The adequate functioning of information systems to guarantee a fast and secure basis for decisions needed to achieve the desired results of SSCS;
  - The availability of a juridical support base to guide the legal implementation of SSCS and to guarantee the defence of the Congregation's interests in this area.



□ **Support: translation and the management of linguistic resources**

**Role:**

- 128 To ensure terminological consistency in Salesian discourse both internally and externally; To ensure faithful and communicative translation of the messages from the Rector Major and his Council, and from other bodies of animation-formation and information. 'Faithful' here means fidelity to the language and original context; 'communicative' here means comprehensible to readers in their cultural context; Promotion of standards, especially in textual productions from the General Administration

**Policy guidelines for translation and the management of linguistic resources:**

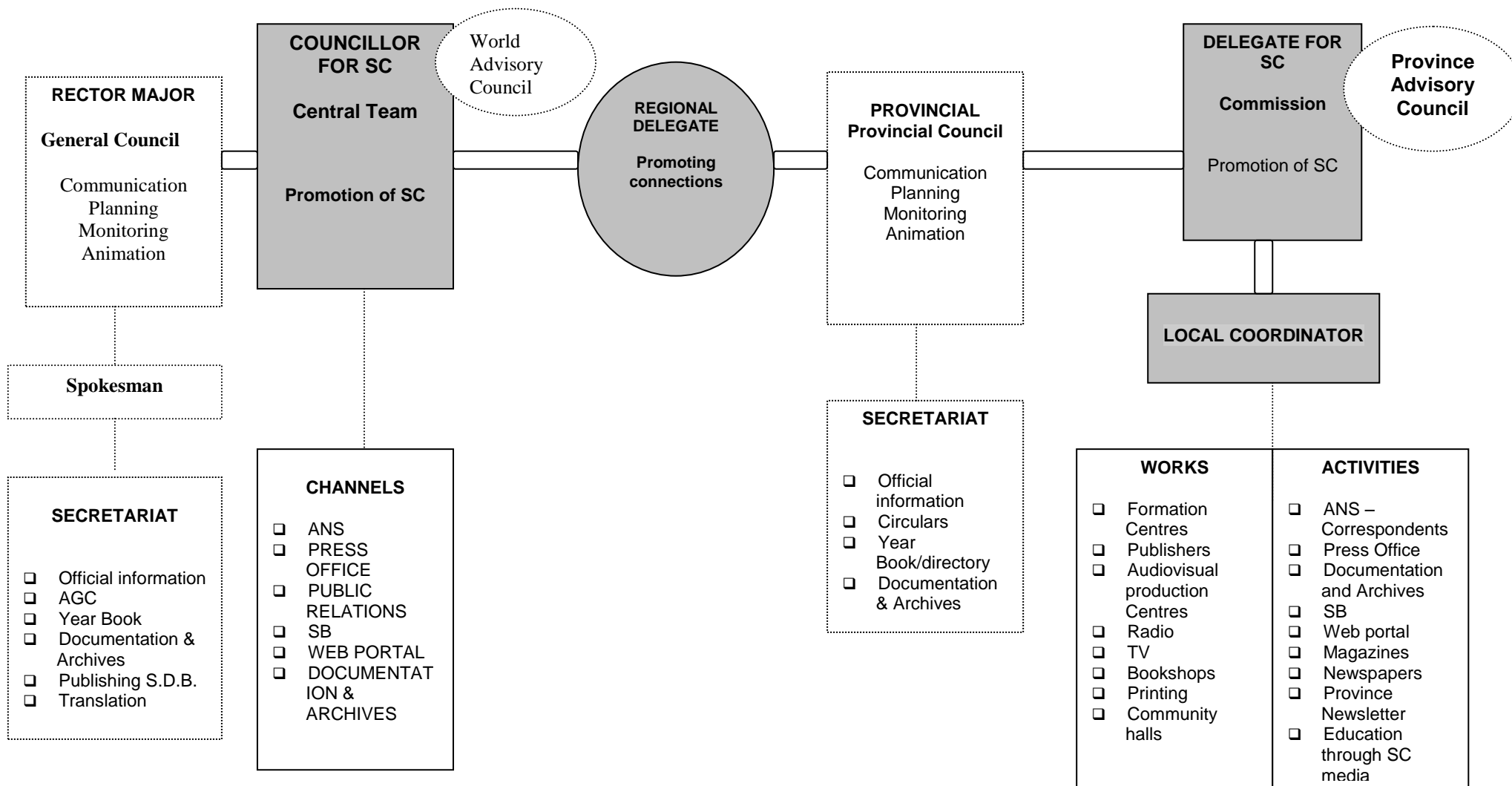
- 129 The DSC sees to the management of linguistic data of the Congregation in collaboration with the Salesian Central Archives and by means of digitalisation of texts, Text Memory (TM) etc.
- 130 The DSC, also in collaboration with the Secretary General, sees to the coordination of the pool of translators and offers service of support for their task
- 131 The DSC promotes style guides for the various situations, for example for the General Administration, for translators in the different languages.

## **PART 3**

### **SSCS ORGANISATION**

- 132 Organisation is the process of identifying and assigning the work that has to be done, defining and attributing tasks, delegating authority, establishing relations appropriate for helping people to work in a team, and in seeking the desired results.
- 133 The diagram shows, at left, the organisational architecture of SSCS in the General Administration. At the centre, the organisation at Regional level, an optional structure which the region or conference may choose. On the right, the Province organisation.

### Organisational diagram



## □ **The General Councillor for Social Communication**

### **Role:**

- 134 To animate the Congregation in the Social Communication dimension: **promoting** action in the Social Communication sector and coordinating in particular, at world level, centre and structures which the Congregation manages in this field.

### **Details of the role:**

- 135 To give rise to an awareness of the Salesian importance of communication and of the educational and apostolic effectiveness of Social Communication in the Congregation.
- 136 To accompany and support Provincials in the task entrusted to them by the General Regulations in article 31 to promote Social Communication.
- 137 To see to the quality of Salesian involvement in the field of Social Communication.
- 138 To coordinate the various areas that make up the Department for Social Communication.
- 139 At world level to coordinate the centres and structures which the Congregation manages in the Social Communication field.
- 140 To see to the application of general planning and the integration of the team with all its functions, as well as integration with the Rector Major and his Council, and other Departments.

## □ **The Department for Social Communication Team**

### **Role:**

141 To contribute along with the General Councillor to the mission of promoting Social Communication.

### **Details of the role:**

142 To collaborate constantly with everything regarding the Department's mission in Social Communication.

143 To carry out the duties assigned by the Councillor in conducting Department services such as:

- ANS agency;
- Press Office;
- The Italian Salesian Bulletin;
- Salesian Bulletins generally;
- The Web Portal;
- Documentation and archives;
- photographic services;

144 To carry out duties assigned by the Councillor for conducting planning processes for the six year period, such as:

- Participating in Social Communication events and organisations both within and beyond the Congregation;
- Coordinating and collaborating with processes and events organised by the Department.

## □ **World Advisory Council**

### **Role:**

145 To accompany the development of Social Communication in the Congregation, to evaluate, research, study, offer guidelines and aids for constant updating.

### **Details of the role:**

146 To offer an ongoing consultancy for Social Communication in the Congregation, particularly for the Department for Social Communication.

147 The different Salesian and lay members of the team, experts in various areas of animation and formation, information and enterprises, cooperate in an ongoing way with the Department by means of their studies and suggestions, responding to requests but also offering spontaneous suggestions in a positive and personal way.

148 Sharing and communication of personal contributions is achieved through the Internet by preference. According to need, the Advisory Council is called together in regional or world meetings, with the participation of experts in specific areas or with the entire team taking part.

## □ **Regional and/or Conference Delegate**

### **Role:**

- 149 To promote teamwork and collaboration between provinces in the Social Communication field as well as common activities, with a broad strategic vision of mission and of the Congregation.

### **Details of the role:**

- 150 To carry out the task entrusted to him by the statutes or agreements of the conference or regional delegation.
- 151 To maintain direct links and cooperation with the General Councillor for Social Communication and with the Department.
- 152 To promote the drawing up and the putting into practice of a common plan for cooperation in the Social Communication sector, seeing to the application of the general planning in the region or conference.

## □ **The Provincial with his Council**

### **Role:**

153 Promoting Social Communication in the Province.

### **Details of the role:**

154 Seeing to and evaluating the quality of communication within and beyond the Province, between confreres, with groups of the Salesian Family, with ecclesial communities and civil and social institutions, between groups of Provinces and with the General Councillor.

155 Appointing the Province Delegate for Social Communication.

156 Preparing confreres to enter the field of press, cinema, radio, television.

157 Setting up and enabling publishing centres for production and distribution of books, periodicals and training items, broadcasting and production centres for audiovisual, radio and television programmes.

158 Establishing reviewers for publications requiring ecclesiastical review.



## □ **The Province Delegate for Social Communication**

### **Role:**

159 Promoting Social Communication in the Province in the Provincial's name.

### **Details of the role:**

160 Taking part effectively as part of the Youth Pastoral Ministry Team in everything regarding education of young people, and interacting with Delegates or roles from other sectors in the interests of integrated implementation in the Province.

161 Cooperating with the drawing up and implementation of the Province Plan for Social Communication.

162 Animating everything that refers to Social Communication in the Province:

- . the Provincial Council;
- . Salesian communities;
- . local reference points for communication;
- . the different sectors of activity in Social Communication;

163 Coordinating the activities of SSCS, with the effective participation of others responsible, ensuring effectiveness in the management of the system, in the sense of response to needs of recipients using Salesian criteria:

- Drawing up and applying plans at different province and local levels;
- Promoting processes and in carrying out programmes and activities in formation, information and production.

164 Ensuring that the functioning of the local end of Salesian information is in harmony with the world end:

- Furnishing ANS (Salesian International Information Agency) with local information and distributing in an intelligent way the information produced (correspondents);
- Promoting the production and distribution of information within the Province and the Salesian Family, and seeing to items such as the Province Newsletter, the Salesian Bulletin, other typical products, the correspondents network;
- Guiding the functioning of the web site;
- Guiding the functioning of the Press Office;
- maintaining active and positive contact with structures, people and communication media in the local area;
- Promoting the Salesian image through maximum meaningful presence in media and press – ensuring quality and quantity in this regard.

165 Taking part in meetings organised by the System at different regional, conference or world levels, contributing always to action which is in harmony with the Congregation.

166 Ensuring links with ecclesiastical, religious, government and civil organisations involved with Social Communication.

## □ **The Province Social Communication Commission**

### **Role:**

167 Contributing along with the Delegate to the mission of promoting Social Communication/

### **Details of the role:**

168 Working with a team in the System, and cooperating frequently with everything regarding the mission in the Social Communication sector.

169 Contributing to drawing up and implementing the Province Plan for animation, formation, and consultancy in the Social Communication field.

170 Contributing to the work of the Delegate through information, study, sharing, planning and experimentation.

171 Taking on the duties entrusted to him by the Provincial or the Delegate for the conduct and accompaniment of works and activities, or for participation in events and organisations in Social Communication.

172 Valuing Social Communication in education and the evangelisation of the young and poor people in general.

## □ The Local Coordinator for Social Communication

### Role:

173 Promoting Social Communication in the local Salesian work.

### Details of the role:

174 Active participation within the Youth Pastoral Ministry team in everything that regards the education of the young, and interacting with roles in other sectors for an integrated implementation in the local work.

175 Cooperating in drawing up and implementing the Local Plan for Social Communication.

176 Animating everything that refers to Social Communication in the work:

- . the educative community council;
- . the Salesian community;
- . the local communication commission;
- . the different sectors of activity in Social Communication.

177 Coordinating the activities of SSCS, with the effective participation of others responsible, ensuring effective management of the System in the sense of responding to the needs of recipients with Salesian criteria:

- Drawing up and implementing plans;
- Promoting processes and carrying out programmes and activities in formation, information and production.

178 To ensure the functioning of the local end of Salesian information;

- By furnishing ANS (Salesian International Information Agency) – regarding both province and world events – of local information, and intelligently seeing to the distribution of information produced in the local area;
- Promoting the production and distribution of information in the work and the Salesian Family, and seeing to things such as local newsletters and other typical products.
- Guiding the functioning of the web site;
- Guiding the functioning of the press office;
- Maintaining active and positive contact with structures, people and communication media in the local area;
- Promoting the Salesian image through maximum meaningful presence in media and press – ensuring quality and quantity of the material.

179 Taking part in province meetings of the System, contributing always to team action.

180 Linking with ecclesiastical, religious, government and civil organisations involved with Social Communication.

## □ **ANS agency (Salesian International Information Agency)**

### **Role:**

181 To produce Salesian information for feeding to Salesian information media and sending its products to social information media at the service of the Salesian mission.

### **Functioning**

182 Being at the disposition of the different **bodies in the Congregation** (Rector Major, General Council, Departments, Provinces etc.) to help the, to effectively utilise information and communication as a means to carry out their particular objectives of animation and government.

183 Keeping members of the Congregation spread around the world and the different groups of the Salesian Family in contact with one another, through information about the different realities,

184 Pooling various interesting situations and helping the Congregation, the Salesian Family and society to read these and interpret them according to the Salesian mission.

185 Contributing to the quality of information media in the Congregation and the groups of the Salesian Family. The Agency aims to offer a service to these media which interacts dynamically with their content and presentation.

186 Making known the realities of the Congregation and the Salesian Family in the world, through information about relevant facts distributed to media close to the Church and, in general, to social information media.

187 Drawing attention in the world to the problems of young people and of education, drawing up and distributing to social information media information products that refer to the situations of the young and of education, seen through Salesian eyes.

188 Organising and coordinating the correspondents' network across all the geographical areas where we find Salesians.

189 Preparing correspondents to carry out their task professionally in the information field.

190 Acting in accordance with the policy guidelines and criteria which guide Salesian Social Communication.

191 The Agency acts at two levels:

- **World:** in Rome, and in close collaboration with the administrative bodies in the Congregation and the Salesian Family, the Agency's centre establishes the necessary contacts with International Agencies, world databases, the Vatican and all Salesian communities. All products with a world perspective, whether internal or external, are produced from the centre, which distributes directly to clients or sends them to its provincial Delegates so that they can distribute them to national information media.
- **Provincial:** The Province Delegate (provincial correspondent) for Social Communication, in full cooperation with the provincial administrative bodies, establishes contacts with agencies and national information media, with the press office of the Episcopal Conference, and with Salesian communities in the province. The Delegate (personally or through another correspondent) sends

the Agency centre all the information about the Province which interests it and, according to criteria and in accordance with information policy, distributes information products coming from the Agency to national Agencies and information media. The Delegate also, as the one responsible on behalf of the Agency, draws up and distributes Salesian information of local interest to information media in the local area. Salesian correspondents in the different Salesian presences or members of the Salesian Family who act in that role, cooperate with the Delegate.

- 192 Seeing to the production and sending out of ANS products such as:
- ANSmag: monthly
  - ANSfoto: printed monthly
  - ANSN7: weekly, sent electronically
  - ANSDigitalphoto: from time to time, sent electronically without fixed schedule
  - ANSagenda: monthly, sent electronically
  - ANSservice: from time to time, sent electronically
  - ANSvideo: from time to time
  - Site, ANS section, daily on the web page.
  - Other products according to need

## □ **Press Office**

### **Role:**

- 193 To maintain contact with the information agencies, communication media and the wider public, to be a spokesperson for attention to youth and education problems and to see to the defence of the Congregation's image and of Salesian activity.

### **Functioning**

- 194 The press office is characterised as a service within ANS.
- 195 Organising and updating a databank on Salesian realities, on the situation of the young, and on education.
- 196 Accompanying current information in communication media in everything regarding the Salesian mission, informing those immediately concerned with this information internally and interacting with those media regarding the information.
- 197 Establishing contacts with agencies and especially with journalists to provide information about the Salesian mission and to mobilise them for the cause of education and the young.
- 198 Managing the communication and marketing plan for the Congregation's or Province's image.
- 199 Organising relations between those directly responsible for the Congregation at different levels and the media, and vice versa.

## □ **Public relations**

### **Role:**

- 200 Managing official relations of the Rector Major and his Council with the Congregation, and externally, at the general level, as well as of the Provincial and his Council at the Province level.

### **Functioning:**

- 201 The Rector Major has responsibility – which he can Delegate in particular cases to his Vicar, to the Secretary General, to an official Spokesman or to others – for official relations of the Council with the Congregation and externally, particularly relations with the Holy See, with the Union of Superiors General (USG), with other Institutes and Congregations, with other institutes and bodies whether ecclesial or civil, and above all for statements or positions taken by the Congregation.
- 202 The Provincial with his Council defines the functioning of this entity at province level, in agreement with the press office.

## □ The Salesian Bulletin

### **Role**

203 Spreading Don Bosco's spirit, making known Salesian work and its needs, linking and animating the different groups in our family, promoting vocations by helping the Salesian movement's growth in a special way, and encouraging cooperation in the mission.

### **Functioning:**

204 The SB is put together according to the directives of the Rector Major and his Council, in various editions and languages, as a general organ of Salesian work, and not as a particular organ of each region.

205 The numerous editions have as their purpose to enliven the values of the unique Salesian vocation in different cultural areas.

206 The Bulletin is a magazine in function of the mission, addressed to public opinion more than to the institution. Meaning by this that it is sensitive to being part of the realities that human beings and the Church live in today, and offers a Salesian reading of these facts, especially regarding youth and education.

207 The Department for Social Communication carries out a service of central coordination, for:

- Coordinating the renewal process (accompaniment, animation, networking), respecting autonomy;
- Guiding the information policy and planning for the six year period;;
- Setting in place plans for accompaniment, formation and support for management and increase in distribution.
- Linking SB websites through the web portal

208 This service can count on an advisory group made up of specialists in the area.



## □ The Web Portal

### **Role:**

209 To manage Internet resources as a space for information, formation, sharing, at the service of the project of animation and government of the Congregation, as a source of information on the Salesian charism and as an instrument for mobilising society in the cause of young people.

### **Functioning:**

210 The web portal for the General Administration is characterised as a platform for navigating the Internet, with offerings of various sties with a precise scope, and of instruments and services such as: the choice of various languages, a search engine, the reserved area/Intranet, links, chat... and specialised information on education and youth evangelisation.

211 The DSC carries out the management of the portal for the General Administration:

- Facilitating interaction between the centre and the provinces, and the updating of the different Salesian sites.
- Maintaining an adequate structure of people and technology for interactive functioning.
- Forming personnel for interaction.

212 The Delegate, at province level, sees to Salesian guidance and professional quality of the web sites in the province, in conformity with the general communication policy of the Congregation.

## □ **Documentation and archives**

### **Role:**

- 213 To gather, preserve and make available documentation on the charism, on experience and Salesian work.

### **Functioning:**

- 214 At the general level the responsibility for the Salesian Central Archive (ASC) is assigned to the General Secretary, who functions in agreement with the "Regulations for the Central Archive".
- 215 The Archive gathers historical documentation, that is to say material no longer in use or currently consulted, but available however when requested.
- 216 The other section is the Photographic Archive, where historical photographs and current and historical film clips are kept. The one responsible for this archive makes the material available for Social Communication publications and for various other kinds of documentation.
- 217 The Department for Social Communication manages the archives of the Department and its various services as well (ANS, SB, Portal), as a databank and as documentation for current consultation.

## □ **The Province Newsletter**

### **Role:**

- 218 To circulate current Salesian information amongst Salesian communities, educative communities and the Salesian Family. It does this to serve communion, sharing of experiences and for growth in the sense of belonging and for creative renewal.

### **Functioning:**

- 219 The Province Newsletter produces information at the service of the Province's animation plan for different sectors of educative and pastoral organisation.
- 220 Within the essential coordinates of the Province plan, the newsletter informs about:
- the history of the province;
  - the history of the Salesian charism: offering a re-reading of the Salesian charism in the Province, without closing itself in through mere descriptions of celebrations.
  - Offering collaboration and vocational commitment (broadly) to lay people who share Don Bosco's style.
- 221 Presenting information on the vitality of communities and works in a province. It should not be a mere collection of stories, a kind of review, nor just a collection of ecclesial and Salesian documents.
- 222 It presents relevant information on events in the Salesian world.

## □ **Formation centres**

### **Role:**

- 223 Contributing to the Salesian mission by forming teachers, researchers, experts and workers in the SC field, working in theoretical understandings in harmony with practical competence.

### **Functioning:**

- 224 Centres for formation to Social Communication managed by the Congregation have different profiles: university (academic) or informal (with formation programmes which vary according to kind and schedules).
- 225 The functioning of the centre is oriented to a specific Salesian educative and pastoral project, and by action plans responding to real needs of participants; it forms part of the Province Project.
- 226 The DSC promotes mutual cooperation between Social Communication Formation Centres, along the following strategic and action lines:
- Working in harmony with the Departments for Formation and for Youth Pastoral Ministry;
  - Seeking elements of understanding and cooperative relations between communication faculties in IUS and the different formation centres;
  - Giving a formative response to the demand for educommunication and the formation of professionals.

## APPENDICES

### A – Social Communication in the Congregation's documents

#### ➤ **Constitutions**

06 – “We are educators of the faith for the working classes, particularly by means of social communication”

43 – “We work in the Social Communication sector. This is a significant field of activity which constitutes one of the apostolic priorities of the Salesian mission. Our Founder had an instinctive grasp of the value of this means of mass education, which creates culture and spreads patterns of life; he showed great originality in the apostolic undertakings which he initiated to defend and sustain the faith of the people. Following his example we utilise as God's gift the great possibilities which social communication offers us for education and evangelisation.”

84 – (Chastity) discreet and prudent use of the means of Social Communication.

59 - ...communication and exchange of information about the work of the confreres, all increase this communion, deepen the sense of belonging and dispose us to give our service to the world community.

137 – the General Councillor for social communication has the duty of animating the Congregation in this sector. He promotes Salesian activity in the Social Communication sector and in particular coordinates at world level the structures and centres for which the Congregation has responsibility in this field.

#### ➤ **Regulations**

06 – Communication in our pastoral service.

31 – Role and duty of the Provincial with his Council.

32 – Educating the young to Social Communication

33 – Enabling information channels in the Congregation and the Salesian Family.

34 – Ecclesiastical revision of publications.

44 – In communities, vigilance with Social Communication media

66 – Prudence in use of media as regards chastity.

82 - Social Communication in integral formation of the Salesian

142 – Tasks of the Provincial Conference in preparing Salesians in Social Communication.

#### ➤ **General Chapters**

**Observation** Besides numbers indicated there are others listed in the alphabetical indexes of the documents

❑ **GC20 – 1971/72 (Doc. 6: nos. 442 a 462)**

**Cultural and educational realities of primary importance:** Basis for art. 43 of the Constitutions.

❑ **CG21 – 1978 (nos. 148-153)**

Signalling: need for a leap forward! **Social Communication: a way to evangelise.**

❑ **GC22 – 1984 (nos. 73-75)**

**Strengthening of identity and of practical orientation:** the renewed Constitutions of SGC in their final version and approval from the Holy See, The Department for Social Communication with its own Councillor is born.

❑ **GC23 – 1990 (nos. 254-260)**

The journey of faith of the young requires of the community a **new form of communication.**

The provincial appoints the province person responsible (**Delegate**).

❑ **GC24 – 1996 (nos. 128-137)**

One of the areas of Salesian commitment for the future: **Re-reading the Salesian commitment in the light of communication;** maturing and adequate cultural and spiritual attitudes for those who wish to communicate; at province level and local level animation to be re-enforced through the Delegate's service; evaluation of quality of communications.

## □ GC25 – 2002

- **new and vital gathering space for the young (n. 47).**

**Putting in place the Councillor for Social Communication (n. 133).**

A reading of the Chapter from the **point of view of communication** helps us see many aspects:

- the authentic image of the community: witness of fraternal life which is a response to the deep need for communication on the part of the young (7)
- Interpersonal relations in the community (nos. 13-15)
- communicational presence amongst the young in the local area (nos. 37-48)
- communication in society – new demands of the mission: acting in defence and for promotion of youth (nos. 103, 140)
- Communication in institutional relations at province and world level (nos. 111, 159)

## ➤ **Acts of the General Council – 1977-2004**

### □ **Letters of the Rector Major:**

- 1977, AGC 287 (p. 3-33):

Fr Luigi Ricceri: **"Family news"** – on Salesian information, commemorating the centenary of the Salesian Bulletin.

- 1981, - AGC 302 (p. 3-30):

Fr Egidio Viganò: **"Social Communication challenges us"**. SC in the mission, as a novel presence. Formation to SC. Promoting information.

- 2000, AGC 370 (p. 3-44):

Fr Juan Vecchi: **"Communication in the Salesian mission"**.

- 2005, AGC 390 (p. 3-46):

Fr Pascual Chávez: **"With the courage of Don Bosco on the new frontiers of social communication"**.

### □ **Guidelines and Directives:**

- 1981, AGC 302 (p. 31-50):

Fr Giovanni Raineri: **"Don Bosco's thinking as a programme for Salesian Publishing"**.

- 1985, - AGC 315 (p. 50-59):

Fr Sergio Cuevas: **"The Salesian Bulletin"**.

- 1989, - AGC 329 (p. 28-38):

Fr Sergio Cuevas: **"Salesians: communication and education."**

- 1989 - The Department for Social Communication

Fr Sergio Cuevas: **"Salesians and communication"**: policies, methods, sectors for intervention, working priorities.

- 1991 - AGC 338 (p. 55-64):

Fr Antonio Martinelli: **"Social Communication: deliberation n. 6 of GC23"**. "The journey of faith of the young demands from the community a new form of communication" (254). "The Provincial appoints the province person responsible for Social Communication" (259).

- 1993, - AGC 346 (P.

Fr Antonio Martinelli: **"The province's commitment to organising the Social Communication sector"**.

- 1996 – AGC 358 – special number (p.. 29-32): Planning for the six year period.

- 1997 - AGC 361 (p. 50-59):

Fr Antonio Martinelli: **"An eloquent Salesian presence: The Salesian Bulletin"**.

- 1999 - AGC 366 (p. 100-118):

Fr Juan Vecchi: **Planning intervention for directors of the Salesian Bulletin** (Rome)

- 2000 - AGC 370:  
Fr Antonio Martinelli: **"Discovering the urgency of Communication" (SC in General Chapters – from GC 19 to GC 24).**

- 2002 – AGC 380 – special number (p. 46-51) – Planning for the six year period

- 2005 - AGC 390 (p. 47-56):

Fr Tarcisio Scaramussa: **"Guidelines for Salesian Publishing"**.

□ **Documents and notices:**

- 2004 – AGC 387 – Message to members of the Salesian World Advisory Body for Social Communications Rome, 25 July 2004

➤ **RATIO – 2000**

➤ **The Book of the Delegate**

## **PROVINCE SOCIAL COMMUNICATION PLAN (PSCP)**

### **ANIMATION AND FORMATION IN SC**

ASPECTS		SITUATION		GUIDELINES
		There is	There is not	
<b>1 – BUILDING THE SC SYSTEM (Plan and people – SDB / lay)</b>	Province SC Plan			Building and gradually setting up a communication system: . Working in harmony with the Congregation's policy, with precise directions. Working with a Province SC Plan (PSCP), for distinct areas.
	Delegate (name and email)			* SC Delegate should be appointed in all provinces (GC23,259) * Competence and <u>Functions</u> of Delegate (Cf. The Book of the Delegate, n. 14-18): - Coordinates all province activities in SC, spelt out as a true SC Plan (PSCP) at the service of the different educative and pastoral sectors and integrated into the life and the unique plan of the province (GC23,259, GC24,136b)
	Commission			- Need to work <u>in a team</u> and in <u>connection</u> with other province and interprovincial structures.
	Consultative council			
<b>2 - FORMATION</b>	Prenovitiate			*Formation should be cultivated with special interest' (R.82 and 32) * Programme: Ratio Fundamentalis and curriculum offered by DSC * <u>Professors</u> : Delegate or other expert * Knowledge and use of local languages and those in wider international and Salesian use
	Novitiate			
	Postnovitiate			
	Theology			
	Specialists			* Plan for the next 6-8 years: 2-3 specialists in SC for the Province * Choice of specialists: according to need and services to be offered * Work and stable employment in SC after specialisation
	Specialists in formation			
	Ongoing Formation			* Sensitivity to the world of SC and emerging culture * The educator as an active communication receiver critical sense in the face of the media, knowledge and use of new communication languages... * the Salesian as communicator and cultural worker (mission): community life, education, pastoral ministry, liturgy...
<b>3 – SOCIAL COMMUNICATION IN THE EDUCATIVE AND PASTORAL MISSION;</b>	Education to and for SC			* Education of the young and the people so they can fully participate in a world of communication (GC23,254-256) * Understanding of communication languages, critical sense re media * Acquiring youthful and popular 'language' (theatre, music, games, feasts, dance, radio, video, TV, prayer, liturgy,,) in line with current Salesian traditions.
	SC Formation Centres			* Fully Salesian fields of activity, current and in great need for education, pastoral ministry to culture, * Opening a centre
	Other presences			* Individual interventions such as: special programmes for radio/TV, chaplaincy for journalists, cooperation with civil or ecclesiastical entities, those for writers, professionals... * Works carried out in Salesian spirit and in relation to other Salesian communicators...



## II – INFORMATION AND PUBLIC RELATIONS

ASPECTS		SITUATION		GUIDELINES	
		Exists	Does not exist		
<b>1 – SALESIAN INFORMATION SYSTEM</b>	Information policy				* Information guided by policy guidelines of the Congregation (Cf. SSCS)
	Structures Works	ANS/correspondents			<p>* <b>THE AGENCY</b> Organ of the Congregation directed by the Department for Social Communication, responds in name of General Council System characterised by:</p> <ul style="list-style-type: none"> <li>. <u>Decentralisation</u>: The Province and the Province Delegate/Correspondent make up the 'outer centre' and are the key to the internal and external effectiveness of the Agency.</li> <li>. <u>Integrated</u>: the Rome Centre assumes the function of giving impetus, coordination, service.</li> <li>. <u>Professional</u>: demands personnel able to carry out this function, means, involvement of the Congregation at all levels, quality services...</li> <li>. <u>Diversified</u> information services according to clients and media (multimedia)</li> </ul> <p>* Approval of the General Council (Cf. AGC 342, 1992, p. 61)</p> <p>* <b>THE CORRESPONDENT</b> Gathers and writes up information.</p> <ul style="list-style-type: none"> <li>. for his information area (province, nation, Salesian region)</li> <li>. for the rest of the Salesian world, through the Rome centre.</li> <li>. <u>spreads information</u> – his own and from the Centre (Rome) – in the local media.</li> </ul>
			Institutional Marketing		
	Press Office			* Responsible: someone with ability to create and maintain good relations	
	Web site provincial:	www.			
<b>2 – OCCASIONAL PUBLICATIONS</b>	AGC				* <u>Acts of the General Council</u> Official organ of animation and communication from the Congregation (General Administration). Quarterly. Arrives in all communities.
	Circulars				* Occasional communication from the Provincial to confreres
	ANS services				* Information products foreseen for different sectors, distinct clientele or recipients.
	Salesian Bulletin				* Cf. R. 42. Animation, distribution and worldwide connection
	Province Newsletters				* Instrument for communication between communities in the province (familiar style)
<b>3 – OTHER</b>	Magazines				* There are many in the Congregation from single sheets or local bulletins with hundred copies to journals with millions of readers.
	Newspapers, news sheets				
	Documents and archives				

## III – SC ENTERPRISES

ASPECTS		SITUATION		GUIDELINES
		Exist	Not exist	
1 - PRINTING	Only as a graphics school			* Criteria for maintaining/creating . As a graphics school: for Technical Formation. . As a production centre exclusively not advisable, only as service to the Church, for Church works and activities where they do not exist or are few in number. Also not advised: for Salesian publishing if nearby there is already a good availability of printing services
	School and production			
	Production only			
2 - PUBLISHING	School texts			* The programme for the six year period foresees: . Promotion of <b>in-depth reflection</b> on the progress of the <b>main Salesian business concerns</b> in communication (considering successes and failures) over the past 25-30 years in an effort to arrive at some guiding and practical conclusions . defining <b>policies and general guidelines</b> for SC enterprises . Working habitually in this SC scene with criteria of professionalism, efficiency, impact both charismatic and financial, strength, teamwork, carrying out the Salesian mission. . Foreshadow <b>new projects</b> in other cultural or geographical areas and in other SC sectors.
	Catechetics			
	General			
	Occasional (printed)			
3 – BOOKSHOPS				* By means of the following strategies: . Working with <b>concrete projects</b> such as the <i>Fusagasugá Project</i> . - in various sectors: publishing, tv, radio, etc. - in the various geographical and cultural areas. . Inculcating the need to work with <b>cultural and educational content plans</b> , and not focussing immediately on structures and equipment. . Studying the practical and responsible involvement of <b>lay people</b> in the SC sector. . Working with those who are <b>available</b> to share the way. . Utilising the <b>important strengths</b> of those who have already succeeded, involving them in new projects.  * With the following interventions: . Organising a <b>study seminar</b> . . Drawing up a <b>document</b> with the following sections: - drawing up a draft starting from reflections and conclusions from the seminar. - consulting those interested - incorporating contributions; - presentation to the Rector major and his Council . <b>Evaluating and consolidating</b> the four initiatives of the Fusagasugá Project already happening in the sector of scholastic publishing in the following countries: Argentina-Uruguay, Chile, Mexico, Paraguay. . Setting up other projects in distinct communication sectors
4 – PROGRAMME PRODUCTION CENTRES:	Audiocassete			
	Video			
	Radio			
	Television			
5 – RADIO				
6 – TV				
7 - OTHER	Community Halls (Multimedia)			
	Web design Centre			