



maintaining its strict links with the Salesian charism.

2012 sees an uninterrupted series of 62 years of publication.

From 1957 to 1972 the magazine ran under the name of 'Salesian Magazine'. The change was intended to overcome the reductive sense of 'bulletin' in Brazilian Portuguese. But for the first number in 1972, the original title came back: *Salesian Bulletin*, and it remains thus until today.

## Successes and challenges

Development, dissemination and use of the Salesian Bulletin were and are still the constant concerns of its editors.

Over a long period the Brazilian edition was sustained by the efforts and good will of a single editor. Now the editorial team is made up of SDB and FMA and a Salesian Cooperator. The desire for

greater professionalism has been constant: journalists, graphic designers, printing, distribution.

For a good number of years the Salesian Bulletin print run was some 20,000 copies. In the last five years it has reached 100,000 copies. Also, in collaboration with the RSE (Salesian Schools Network), it has produced a collection of comics on the lives of Saints, Salesian and other.

So there has been significant increase; nevertheless the challenge of dissemination remains along with its use by Salesian communities, meaning that the Salesian Bulletin be seen as an instrument of Salesian formation and information for broad use in Salesian educational and pastoral settings.

Various initiatives and strategies have been suggested to parishes, schools and social works, so the Salesian Bulletin may be used as a tool of Salesian

communication. Provincials are involved in offering various kinds of support: motivating their communities, expanding circulation etc.

An online Salesian Bulletin has been seen as an important goal. But the regular, flexible nature of such a tool requires new planning, a new platform and new professional types for it to become a true portal of reference for Salesian communication in Brazil: it is already under construction.

We have an important indicator of its significance: some Masters candidates at Brazilian Universities have chosen the Brazilian Salesian Bulletin as their topic for academic research either in the communication or the social welfare field.

In the meantime the Brazilian Salesian Bulletin, through its bimonthly appearance, is committed to being a tool focused on the service of life.