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Newsletter no. 43, May 2013

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WYD RIO 2103



Request from the joint YM and SC Commission at national level in Brazil - Could you please include this banner (and its link to their site at www.mjs.org.br) in your local Salesian websites.

Religious and the Social Networks SDB & FMA in UPS



Salesians and Daughters of Mary Help of Christians in initial formation met to study the message given by Benedict XVI for the 47th World Day of Social

[Animation - Letter from Fr Filiberto](#)



Dear confreres and friends of SC,
Happy Feast of Mary Help of

Christians! Like Don Bosco, we invoke her, imitate her, and celebrate her feast; and like true sons and daughters, we promote devotion to her.

From 24 April to 24 May we have been busy with many meetings. I invite all the Delegates and their teams to reflect on these.

On 3 and 4 May we had the annual get-together organized by the Departments of Social Communications of the SDB and FMA, with the cooperation of the Faculty of Social Communications of the UPS. There we reflected on the Pope's message for World Communications Day, which is now celebrated in many provinces. I invite all the Delegates to promote this celebration in their respective provinces, so that, together with the young people, we may walk in harmony with the Church.

From 9 to 12 May we held the meeting of European Provincial Delegates for Social Communications. We reflected on the four themes of ongoing formation for Social Communications. As soon as these are translated they will be sent to all the Provincial Delegates so that they can study them together with their respective teams, and plan how to communicate them to confreres and collaborators. Ongoing formation in Social Communications is fundamental for Delegates, and even more important is to believe in Social Communications as one of the sectors that goes

Communications which will be celebrated on 12 May. Pope Benedict's message is entitled "Social Networks: portals of truth and faith; new spaces for evangelization." The meeting took place at the Salesian Pontifical University, Rome, from the afternoon of Friday 3 May to that of Saturday 4 May.

This is the second such initiative promoted by the Departments of Social Communications of the Salesians and the Daughters of Mary Help of Christians in conjunction with the Faculty of Sciences of Social Communications of the UPS and the Faculty of Sciences of Education of Auxilium. About 150 young religious in initial formation took part, along with their formators. – the temporarily professed sisters of the Italian Provinces and Auxilium, the novices of Genzano and Pinerolo, the post-novices of the Community of San Tarcisio and the Students of Theology of Gerini.

In their introduction, the two general Councillors for Social Communications, Fr Filiberto Gonzalez and Sr Giuseppina Terrugi, said: "We are not here to celebrate an event, however important it might be, nor just to update ourselves, and that also is important, but to live through a process. What we are doing is a plan in action, with clear ideas and specific steps, with a time of preparation and a time of action, as well as a look to the future."

Fr Fabio Pasqualetti, teacher in the FCS, and Mons. Domenico Pompili, director of the National Office of Social Communications of the Bishops' Conference of Italy developed the topic "Social Networks: portals of truth and faith; new spaces for evangelization" from two different perspectives, the former from a socio-cultural aspect and the latter from a symbolic and ecclesial point of view. The questions that emerged from the group work (in which the young religious shared on the theme) were of two kinds: some were about religious life in the context of the new media, and others about pastoral action for a new and effective evangelization.

The two days were marked by a spirit of joyful participation. The young religious shared, not only times of work, but also times of prayer and fraternity. The two days were the occasion of meeting and sharing between young people with the same ideals and the same project of life.

The video and audio recordings of the two main speakers, Fr Pasqualetti and Mons. Pompili, as well as some other materials, are available in the section of the Social Communications Department of the website

back to Don Bosco and is part of the Salesian mission. We have also spent time getting ready for 2015 – preparing the Salesian statistics, and the theme and articles for the Annual "Salesians 2014" and its promotion.

On 13 and 14 there was a meeting with the five European Salesian Publishers at Porto in Portugal. Reflecting, sharing and collaborating together is becoming the way to overcome the difficulties caused by the financial crisis, and by the rapid change from paper to digital communication. These factors have a great influence on culture, youth, education and evangelization. We cannot go forward without accepting that our Publishing Houses are a work of education and evangelization in the province in which they are found. I invite you to reflect upon and make known the letter written by Don Bosco on 19 March 1885 on "good books".

We are waiting for the return by 30 May of the forms on Salesian Statistics sent out for the evaluation to be presented to GC27. All are encouraged to promote the World Youth Day and especially Salesian participation in it, and to continue to work hard in preparation for GC27 and 2015.

From myself and from all the members of the Department, greetings and prayers.

In Don Bosco,
Fr Filiberto González, Councillor for SC



[Information:](#)
["SALESIANS 2014"](#)

Our magazine, SALESANS 2014 is now in the stage of compiling. Send us your

stories about how our Salesian educational system is practiced in your setting or about the wonderful results of Don Bosco's Preventive System.

As you know, this magazine has been instrumental in promoting vocations, helping our missions and gaining new sympathizers and collaborators for the good of the young. Your

sdb.org.
[\(close\)](#)

Meeting of Social Communications Delegates of Europe



A meeting of Social Communications Delegates from the three regions of Europe took place at the Salesianum in Rome from 9 to 12 April. The meeting was animated by the Councillor Fr Filiberto González and members of the Department for Social Communications. There were two phases, one formative and the other practical.

The first two days were devoted to the formation of the provincial delegates whose task it is to animate Social Communications in their own provinces. The first topic: “Salesian who are credible and effective - a permanent challenge” was presented by Fr Fabio Pasqualetti, teacher of communications in the Faculty of the Sciences of Social Communications at the Salesian Pontifical University in Rome. Fr Javier Valiente, National Delegate for Spain, introduced the second topic “Social networks and Salesian Assistance, a Look at the Preventive System”. Fr Mariano Diotto, a teacher at the Salesian University Institute in Venice proposed some principles of marketing, outlining its importance, the possibilities and the risks when applied to Salesian Pastoral Work. In the final input, Jacques Rey, SDB, outlined the profile of the generation of digital natives and described a pedagogical approach to the new media developed in France in recent years.

The second part of the meeting was, by its nature, more practical. The participants described what has been done in their provinces and regions in recent years, with particular reference to the four areas proposed by the Salesian System of Social Communications: animation, formation, information and production or enterprises. Some guidelines were given for the work of Social Communications in the six years ahead.

Further contributions dealt with the plan for formation in Social Communications being developed in the Department, the editing of the annual “Salesians 2014”, the statistics to be collected for GC27, and other

contribution will help towards our new evangelization.

Send us your inspiring stories or articles consisting of about 750-850 words along with 5-8 high resolution pictures. We will consult you if the articles need to be edited or if more pictures are required. Send to esantos@sdb.org.[\(close\)](#)

[Formation: Questions and Answers](#)



– Following the two formation days held at the Salesian Pontifical University on 3 and 4 May last, Fr Filiberto Gonzalez, Councillor for Social Communications, returned briefly to the topic in the online production “Vatican Insider” when he spoke about the present situation of the Salesian Family regarding the social networks. The message given by Benedict XVI for World Communications Day which will be celebrated on 12 May is relevant and applies also to Salesians as religious, as educators and evangelizers.

At what point is the Salesian Family in the field of Social Communications?

I think we have always been present in this world of Social Communications. Don Bosco was outstanding in this area. We could even say he was ambitious – in a holy way – because he wanted to win as many souls as possible for God. When he wrote his circular letter on the Spread of Good Books, he said that this was one of the apostolic priorities entrusted to him by God. I also think that sometimes in this area we have been lacking in courage, and in the creativity and pastoral-educative vision of Don Bosco.

Why should Salesians be present in the social networks? Does it make sense for them to use Facebook and Twitter in their apostolate?

If we look to the example of Don Bosco and the requirements of our Constitutions, we will find some basic criteria that apply in the new times in which we live, and the new culture and new young people. These criteria can be expressed in short phrases like: where there are young people, there also are Salesians; the Salesian is

possible initiatives for 2015.

On Sunday morning the delegates went to St Peter's Square where they attended the Mass and the recital of the Regina Caeli with Pope Francis.

The meeting at Rome was the first of a series of final meetings of the six-year period which the Councillor for Social Communications is holding with the provincial delegates for Social Communications. The meeting for the two American Regions will take place in Argentina in September and then it will be the turn of Africa, Southern Asia and East Asia and Oceania.[\(close\)](#)

Salesian publishers meet at Porto



On 13-14 May, Salesian Publishers from Europe met at Porto. The meeting was organized by those in charge of the publishing companies and presided over by the Councillor for Social Communications, Fr Filiberto González. The publishers represented were the "Edições Salesianas" from Portugal, "Central Catequística Salesiana" from Spain, "Don Bosco Publications" from Britain, "Elledici" from Italy and "Don Bosco Medien" from Germany.

The meetings of the European Publishers began five years ago. The main purpose then was to allow for an easy exchange of commercial products. Soon however the directors of the publishing companies realized that these meetings could also be a good occasion to share strategies and establish partnerships and other forms of cooperation. The educational dimension also gradually came to be appreciated, and with this in mind, Paulo Ferreira and Jorge Santos from the enterprise Sotnas Design were invited to this meeting.

The first speaker took as his starting point the case-study done on Blogtailors. He explained the importance of defining clearly the niche the enterprise wanted to take in the market, and the need for a clear digital strategy. The second speaker presented very clearly the possibilities and the present limitations of e-books, e-pub2 and e-pub3.

open and cordial, ready to take the first step; the Salesian welcomes the values of the world and refuses to lament the signs of the times; he accepts everything that is good, especially if it is pleasing to the young. But even that is not enough! The most important thing is missing. Who will communicate the love of God to the millions of young people who inhabit this new digital continent, and communicate among themselves in these new spaces and with a new language? I think this is the most youthful continent, and therefore the most Salesian one. The salvation of the young becomes the most important criterion for being present and living in the social networks.

Can the social networks become for many Salesians a new kind of Oratory where they can meet young people?

I am convinced the answer is yes! There is the physical oratory, and the virtual oratory, and both are real! In both of them there are young people who are searching for something. They want to learn, to share, to dialogue, to express themselves, to find friends ... What they are missing is someone to accompany them, someone who is open and authentic, without any prejudice, always ready to appreciate the new culture. The good thing about the oratory is that it is an open space that depends on the quality of relationships, and where everyone is helped to grow. The social networks are a space where a family atmosphere can be created, with friendship, mutual education, and a search for God. In this new type of oratory, there is space for values and activities where young people are the main protagonists, accompanied in the way Don Bosco wanted and as he did himself at Valdocco.

Would Don Bosco be on Twitter today?

I am certain that Don Bosco would be on all the social networks, and not just because to happens to be the fashion. Don Bosco's passion for God and for the salvation of young people was such that he was able to understand and make use of one of the best means available in his day of promoting culture and ideas, and Christian education, namely the printed word. He could not be physically present among young people everywhere, but he wanted it so much that he extended his "playground" as much as he could, he multiplied his presence, he enlarged his classroom and the pulpit where he evangelized. He got involved, in an intelligent and effective way, in the area of publishing and printing,

On the morning of the second day, the participants concentrated on some common projects for the celebration of the bicentenary of the birth of Don Bosco in 2015. The afternoon was given over to less formal activities and gave participants a chance to socialize together on a brief guided tour of the centre of Porto.[\(close\)](#)

Kenya - Communications Professionals at work



Two important social communications events took place last week at Nairobi in Kenya: the 12th Seminar for Television Producers of SIGNIS (the World Catholic Association for Communications), and the Catholic Media Festival, organized by the Catholic Media Houses of the Archdiocese of Nairobi. Both events were attended by the staff of the Salesian Audiovisual Centre, Bosco Eastern Africa Multimedia Services (BEAMS).

The SIGNIS seminar, which brought together Catholic television producers from 13 countries, was held at the Don Bosco Youth Educational Services Centre in Nairobi, from 10 to 14 May. The meeting, which takes place every year, came this year just ten days after the first seminar for television producers in Africa, held at Cape Town. Its aim was to set up networks and develop collaboration between professional communities.

The SIGNIS meeting studied the theme "Media for Development". It gave an opportunity to Catholic Television producers to publicise their channels and more recent productions and multimedia initiatives. As well as being one of the participants in the Seminar, BEAMS saw to the streaming of all the work sessions, something that had not been done previously.

The Catholic Media Festival took place from 9 to 12 May at the headquarters of Radio Waumini – the Catholic radio station of Kenya, which this year marks ten years in existence. The theme was education to media. The first day focussed on education in primary schools, the second day on secondary schools and the third day on university students, families and religious.

On the final day, Sunday 12 March, World Day of Social Communications, Bishop Martin Kivuva Musonde of Machakos, spokesperson for AMECEA

which was the best means of his time. In that way he was able to multiply many times over the number of young people and others who read his books. This was his way of bringing the Gospel to them, and spreading his ideas and sentiments and convictions. He found a way to be present wherever young people and their parents and educators were present, overcoming the barriers and limits imposed by walls and timetables. This was his way of enlarging and multiplying Valdocco.[\(close\)](#)

[Production: Now available : DVD of Spirituality Days of Salesian Family](#)



The proceedings and the topics studied during the 31st Spirituality Days for the Salesian Family held at Rome last 17 to 20 January, are now available in a presentation case with two DVDs produced and distributed by Missioni Don Bosco.

The Spirituality Days for the Salesian Family are a rich experience and an important event for the movement of lay people and religious who take their inspiration from Don Bosco. For some years now the programme, which is based on the Rector Major's Strenna, has been able to reach far beyond the Salesianum, thanks to the new technology available. The text of the talks given, photos, and a video can be enjoyed in a multi-media presentation in several languages. This material is now available also in DVD.

A presentation case with two DVDs is being distributed to Salesian houses. As in previous editions, one of these DVDs contains a 19-minute video which records what went on and especially the topics studied during the days in Rome. The other one contains the multi-media materials presented during the four days.

This package is useful for the training and activity of the various groups of the Salesian Family in different parts of the world. They are all called, during this second of the three years

(Association of Member Episcopal Conference in Eastern Africa) presided at the Eucharist, during which he invited all the faithful to make use of the social media in evangelization.[\(close\)](#)

From you



This is the book distributed to the young FMA and SDB who attended the two day encounter in UPS. Tra Silenzio e Parola was also the theme of last year's World Day of Social Communications.

Forward to a friend

Know someone who might be interested in this email? Why not forward it to them.

[Meetings](#)

ARGENTINA: 16-22 September 2013, CS delegates meeting - America

INDIA: 15-18 October 2013, CS Delegates Meeting - South Asia

THAILAND: 21-24 October 2013 CS Delegates Meeting - AEO

ROME: Pisana 15-17 November 2013, Meeting of Editors of Europe

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Social Communications Department

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leading up to the Bicentenary of the Birth of Don Bosco, to rediscover and understand better the pedagogy lived and handed on by Don Bosco.

The presentation case is the result of cooperation between the team that organized the Days, the Department of Social Communications and Missioni Don Bosco.

The main video is already available on the [webTV](#) of sdb.org.[\(close\)](#)