



## AUSTRALIAN CATHOLIC BISHOPS CONFERENCE

### **Communications Day message speaks of evangelisation opportunities of new media Media Release June 2, 2011**

On Sunday June 5, the Catholic Church will celebrate the 45th World Communications Day, a day which recognises the immense gift of the media and communication at service of the Word.

Pope Benedict XVI's letter this year speaks once again on digital media and its opportunities, entitled "*Truth, Proclamation and Authenticity of Life in the Digital Age*".

The Holy Father's message seeks to recognise that while there are challenges for the Church and the media, positive engagement with social media is an activity which can bear much fruit.

"...This means of spreading information and knowledge is giving birth to a new way of learning and thinking, with unprecedented opportunities for establishing relationships and building fellowship", said the Holy Father.

"If used wisely, they can contribute to the satisfaction of the desire for meaning, truth and unity which remain the most profound aspirations of each human being", reads the message.

Chair of the Australian Catholic Media Council Bishop Peter Ingham said that this year's message was encouraging, and affirms the efforts of those working, particularly in Church-related media, to share the message of the Gospel.

"I would really encourage those engaged in Church media to reflect this year on the new possibilities and gifts of the vast range of social communications available to us, and to imagine creative ways we might use them at service of the Gospel", he said.

"The digital age is all around us and the new technologies allow us to meet each other beyond the confines of space and of our own culture – a great opportunity but, as we know, full of possible risks. The Pope is inviting all of us, especially young people, to make good use of our presence in the digital world."

"By recognising the challenges and understanding new media, we can more effectively proclaim the message of Christ in the world", said Bishop Ingham.

The full text of the Holy Father's message of World Communications Day 2011 is available at the following link.

[http://www.vatican.va/holy\\_father/benedict\\_xvi/messages/communications/documents/hf\\_ben-xvi\\_mes\\_20110124\\_45th-world-communications-day\\_en.html](http://www.vatican.va/holy_father/benedict_xvi/messages/communications/documents/hf_ben-xvi_mes_20110124_45th-world-communications-day_en.html)

**For media enquiries, please contact Beth Doherty on 0407 081 256**