

# WORLD COMMUNICATIONS DAY

## TELEVISION MEDIA TABLE EXHIBIT

Get the local TV station involved (Catholic if possible). Obtain information from the station as to how to promote World Communications Day.

- Invite the Catholic TV station representative to be at the Television Media table to promote their station and answer any questions the visitors may ask. (A possible TV station presentation on WCD).
- Invite other diocesan or archdiocesan TV station or communication media agencies to also participate.

### *Evangelize*

If every Catholic called their cable company to ask for wholesome family entertainment, the cable companies would have to change their deviant programming direction. We can make a difference but we have to let them know that we do not want their immorality. Remember that ***YOU*** are what you see and hear. And think about some of the younger people who were never grounded in the gospel principles of life before unprincipled programming took over. We cannot let unknown program managers and the technological media companies use the television media to dictate their version of morality to us. The television media belongs to all of us (we pay for it) and we have a God given right to receive the ***Truth*** through this media. Just when you think you have hit the bottom of the trash that they put out, program managers always find another level of low that you never dreamed existed. We have the Church here to guide us out of this mess. **We need to take World Communications Day from the table displays into the real world and change it to match the gospel message of Jesus Christ.**

- Get your cable company involved. Invite the program managers to offer a basic cable package approved by the Roman Catholic Church. In the same breath ask them to put together a Movie Channel that is also approved by the Roman Catholic Church. We have to start somewhere, sometime and someplace. Why not now?

## SUGGESTED TABLE DISPLAY

1. Have TV with built-in DVD player on the table
2. Explain how people can tape local Christian events to give to the local (Catholic, if possible) television stations to air.
3. Have samples of written announcements of Christian events to put up on the bulletin board of the local Christian/City secular network television stations. Community bulletin board announcements are free of charge. (*See sample bulletin board announcement*).
4. Guidelines on how to complain to your cable company that they are not showing and offering enough good and wholesome family type of shows and movies. *Use suggested guideline for “Calling Tree” located in Section E – Telephone Media Table Exhibit to flood the cable company phone lines.*

### *Tips for Letter writing*

1. Submit letter of compliment/complaint within 24 hours.
2. Be brief and specific. Make the chief points first.
3. Address it to an individual (CEO, producer, etc.)
4. State name and time of program you are referring to.
5. Write strongly and be charitable if complaining.
6. A good phrase to use is, “It would appear that”...
7. In general keep in mind the basic elements of persuasion: to teach, to delight, and to move people.

### ***For Phone Use***

1. Plan your conversation using above guidelines.
2. Remember; use a positive attitude approach.
3. Make positive suggestions for good and wholesome family type shows and movies.
4. Elicit a timely response commitment.
5. Use a good phrase, “When can I expect a change in programming?”
6. Close with; “Thank you for your time and consideration.”

***Plant the seed and let God do the rest***

### **Handouts could include:**

- Sample for bulletin board announcement,
- Sample for tips for letter writing/phone conversation,
- A list of local Catholic TV Stations,
- A name, address, phone, and email list of local and national secular TV Stations,
- A resource list of local cable companies to use for letter writing campaign to add Christian Station to their basic package,

**SAMPLE**

**BULLETIN BOARD ANNOUNCEMENT FORM**

**(Be very brief and specific)**

**Title of Event** \_\_\_\_\_

**Date** \_\_\_\_\_

**Time** \_\_\_\_\_

**Place** \_\_\_\_\_

**Contact Name and Telephone Number** \_\_\_\_\_

\_\_\_\_\_

**Mail to your local television channel**