



The Catholic Archdiocese of Lilongwe

Office of the Communications Coordinator

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To: The Clergy, Religious, the Faithful and all people of good will

Dear collaborators,

RE.: COMMUNICATION SUNDAY – 2021

“Come and see”, (John 1:46). *Communicating by Encountering People Where and as They Are*, is this year’s theme of the 55th World Social Communications Day. In Malawi, it takes place on the last Sunday of July. This year it takes place on the 25th of July or the Seventeenth Sunday in Ordinary time.

On the 24th of January, 2021, Pope Francis issued a letter to the Church and to all people of good will to reflect on the theme of encountering people where they are. This theme is coming amidst the COVID-19 challenge of the restrictions of contacts.

Pastoral agents are encouraged to find alternative means to reach out and be with Jesus Christ in the poor and the downtrodden, so that they can really tell the story of the Gospel, which is the Gospel of news stories.

Pope Francis encourages the journalists to “hit the streets” to grasp the concrete lives of the people. He exhorts the journos to go where no one else thinks of going: a readiness to set out and a desire to see. He emphasizes the need for journalists to make use of the powerful digital technology to share important events and become witnesses to those events that otherwise would be overlooked by the traditional media. He however, cautions on the risk of misinformation and manipulation of news and images using the internet for selfish reasons

“In communication, nothing can ever completely replace seeing things in person. Some things can only be learned through first-hand experience”, says Pope Francis.

“Come and see”, is a powerful invitation for all of us to experience real life and therefore, share concrete life experiences of the people.

APPEAL FOR THE SUPPORT OF COMMUNICATION WORK

I take this opportunity to make an appeal to all to think of ways to support the work of communications in our Archdiocese. The Archdiocese has two major communication institutions, that is, Likuni Press and Radio Alinafe in collaboration with the Communications and Research Office.

At Radio Alinafe, we have set the month of July, as a month to think about the work of communication. In this month, we appeal to everyone who enjoys the programmes on Radio Alinafe or who benefit from the work of Radio Alinafe to spare some of their resources such as time and money to support the work of the Radio. You can do this through contributing programmes and donating money for the running of the institution.

We are always grateful to all who are already doing a lot for the Radio. May God who communicates his love through His Son, Jesus Christ bless your efforts.



Fr. Louis Chikanya

(Communications Coordinator)