



ASIA/TAIWAN - The Bishops of Taiwan practice the use of the mass media and public relations management

Tai Pei (Agenzia Fides) - Faced with the reality of the contemporary world, the Bishops of Taiwan are acutely aware of the importance of the media and of the proper management of public relations, especially in the context of the Year of Faith and the New Evangelization. For this reason, they actively participated in the Seminar on modern means of social communication and new technologies, which took place from January 14 to 16, organized by the Regional Episcopal Conference of Taiwan. According to reports of the Catholic Weekly of the Archdiocese of Taipei, Father Martinson, Vice President of Kuangchi Program Service (KPS), presided over the Seminar, helping Bishops and those responsible of social communications of the dioceses to face an interview, a press conference, to answer tough questions, how to behave in front of a camera ... The objective of the Seminar was to allow the Bishops to take on the responsibility to be a "bridge" between the diocese and society, keeping a channel open between the Church and society. In particular, the University Professor He Jia Ju spoke on "The impact of social communication in evangelization." During the workshops, the Bishops and those responsible for the social communication of the dioceses exercised, in turn to "be journalists," in order to address the most delicate and important issues. (NZ) (Agenzia Fides 22/01/2013)