

Come and See – Where Jesus Lives

Overview

The Australian Catholic Media Council, an advisory body to the Australian Catholic Bishops Conference, has proposed the development of a modest but far-reaching campaign drawing upon the theme for World Communications Day 2021: Come and See.

The theme is drawn from the Gospels, with the Scripture passage continuing the invitation to Come and See where Jesus is staying. It is being adapted for this campaign to invite people to Come and See where Jesus lives, encouraging people to think about how the Church's ministries make Jesus present in the lives of people they serve.

The campaign is aimed primarily at people who are connected to the Catholic Church already, including (but not limited to) practising Catholics, non-practising Catholics and those working in the many Catholic ministries. It was considered that the campaign would be a chance to broaden that group's understanding of the depth and breadth of the work the Catholic Church undertakes.

Collateral

The Come and See campaign is designed to be highly visual, with print material, e.g. posters, infographics, postcards, but also video content that will form a central piece of the campaign.

A small committee representing the Bishops Conference, national agencies and ministries, is overseeing the preparation of material for World Communications Day.

The assets that will be produced will include (but not be limited to):

- A designed postcard with pre-populated content;
- A designed postcard allowing for the insertion of local content;
- A designed A4 poster with pre-populated content;
- A designed A4 poster allowing for the insertion of local content;
- A designed A3 poster with pre-populated content;
- A designed A3 poster allowing for the insertion of local content;
- Social media graphics for various platforms;
- Video intro and out-tro animations for local content creation;
- A series of packaged videos featuring the breadth of Catholic ministries.

No material will be printed and distributed by the Media Council; local decisions will be made on printing and other distribution options. Collateral will be provided from late April, with a timeline of the national posting of content shared at that time. Content will be released over several weeks.

National collaboration

The Media Council will rely heavily on dioceses, ministries and agencies that have high-quality photo and video content that has already been shot, and possibly used in other campaigns, that could be used for the Come and See campaign. Those with in-house video crews might also be able to shoot fresh content that could be used locally and in the national videos.

The footage should show "the Church in action". While it won't necessarily be limited to this list, here are some parts of Church life we would definitely like to feature:

- Catholic early childhood and school education;
- Catholic tertiary education;

- Catholic liturgies/Masses;
- Parish and community engagement;
- Catholic hospitals;
- Catholic aged care;
- Catholic social services;
- Ministry with Aboriginal and Torres Strait Islander Catholics.

For those who have existing, high-quality photo and video content of that nature, we would appreciate it being provided for this project. The compilation and editing work will be overseen by the Bishops Conference's Media and Communications Department.

It is expected that the video content would be "B roll" footage, which would play while some music and voiceover plays, e.g. images of educational scenes might be shown as the size of the Church's educational footprint is explained vocally. While it has a particular education focus, videos [of this type](#) are what is envisaged.

It is expected that videos would be 30-60 seconds in length, with a series of quick cuts from a range of sources, so video clips could be just a few seconds in duration, whether it's edited to that length before being submitted or once we've received it.

It is assumed that all footage provided has already gone through local permission-gathering process, ensuring that there won't be any concerns about the use of photos or videos.

Photo upload:

- Clearly label each file e.g. "2021 > Diocese/Agency/Ministry name > photo caption.jpg"
- Please upload [to this Google Drive](#) or send to Gavin Abraham via another file-sharing platform by emailing gavin.abraham@catholic.org.au.

Video upload:

- Please [upload to this folder](#). Please note it will take some time.
- Clearly label each file e.g. "2021 > Diocese/Agency/Ministry name > videoname.jpg "

It is asked that all content by uploaded into the Google Drive links above by Friday, April 16, but it would be preferable that existing content be shared as soon as possible.

If you have questions about technical specifications for video content, email gavin.abraham@catholic.org.au and they can be emailed through.