

Celebrating Our 10th ANNIVERSARY 2010 - 2020

# Monthly Media Monitor



A Media Apostolate Newsletter of the Congregation of the Oblates of the Virgin Mary

Volume 11 Issue 1 — January 2020

## The 2020s -- A Decade of Hope and Great Promise!

Happy New Year and Happy New Decade! This year marks the 10th Anniversary of this publication. It's true! This is why every issue this year will feature an "MMM Flashback" to highlight major news and articles from the previous ten years.

Well, 2019 ended on a bright musical note. Our very talented Fr. Pierre Paul, OMV, organized and conducted a special

celebration of prayer and music on December 9 at St. Gregory VII Church in Rome (a short distance from Vatican City). "A Christmas Celebration in Music" featured the Cappella Musicale dell'Oratorio di S. Filippo Neri "and Friends" as well as the Accademia Musicale San Pietro. The event took up a collection to benefit a house in Bethlehem that welcomes handicapped and abandoned children as well as other children who are in grave need of assistance. A video of this musical event can be seen on our OMV Internazionale YouTube Channel: "Incontro di natale in musica / A Christmas Celebration in Music."

Also in Italy, two OMVs were mentioned in a video made by Kyle Poje, a student at the Gregorian University in Rome. In his short and fun video entitled "Poje Oggi Episode 5—Theology at the Gregorian University," Kyle asks some students about their favorite courses. At the 04:30 mark of the above mentioned video, a student speaks highly of a course he took with our very own Fr. Mark Avila, OMV. The student said the course changed his entire perception of the Pentateuch — for the better. At the 06:32 mark of the same video, one of our Italian seminarians, Br. Luca Chirizzi, OMV, talks about his favorite course being Ecclesiology. The video is in English. When some students speak in Italian, English subtitles are used. Look for it on YouTube!

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Fr. Pierre Paul, OMV conducts the chorus and orchestra at the December Celebration held in Rome.

The Monthly Media Monitor is published in English by the Oblates of the Virgin Mary on the first day of every month, except for June, July, and August (summer break in the northern hemisphere). This publication is not a monthly summary of OMV life in general. Instead, it is an instrument to disseminate news concerning the work of Oblates of the Virgin Mary in the apostolate of social communications. Part of the OMV apostolic work is to propagate the truth through the mass media. This newsletter celebrates the works of this important media apostolate.

— Fr. John Wykes, OMV, Director of Communications, OMV General House, Rome

## The 2020s (continued)

In the USA, wonderful work is being done to promote the cause of our Founder, Venerable Bruno Lanteri. This is being done through a website where prayer requests can be received (omvusa.org), as well as through the distribution of various informational and inspirational pamphlets. At St. Mary's Parish in Alton, IL, USA, a Begin Again Reading Group has been meeting for about a month and will continue to do so through the month of January. This group, led by Br. Leland Thorpe, OMV, meets to reflect upon *Begin Again*, the biography of Venerable Bruno Lanteri written by Fr. Timothy Gallagher, OMV. The title comes from the Latin "Nunc Coepi" or "Now I Begin," a favorite phrase of Lanteri to overcome spiritual discouragement.

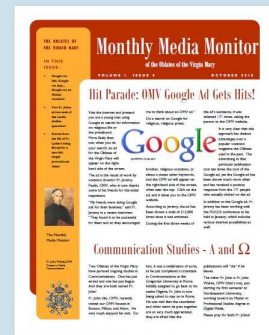
Also in the USA — quarterback Phil Rivers of the LA Chargers spoke of "Nunc Coepi" during a press conference. A December 5th article entitled "Philip Rivers spreads powerful message of faith during press conference" by Cerith Gardiner says that Rivers, wrestling with his team's poor performance in recent games, takes inspiration from a priest friend who told him the importance of "Nunc Coepi" or "Now I Begin". The article continues, "This belief echoes the teachings of Venerable Bruno Lanteri when offering spiritual advice to those who felt they were failing... 'If I should fall even a thousand times a day, a thousand times, with peaceful repentance, I will say immediately, Nunc coepi (Now I begin), my God, my God!'"

And in Boston, USA, the OMVs made a nice "Merry Christmas!" video for their Facebook page ("Oblates of the Virgin Mary @ omvusa"). It features greetings from various OMV seminarians of the U. S. Province. Nice video!

That wraps up our news for this month — be sure to read our "MMM Flashback" below.



# MMM Flashback October 2010



Ten years ago this fall, our October 2010 Monthly Media Monitor made a big deal about Google ads and how they could help the Oblates of the Virgin Mary with vocation promotion.

"My friends were doing Google ads for their business," said Fr. Jeremy Paulin, OMV, the U.S. vocation director at the time. "They found it to be successful for them and so they encouraged me to think about an OMV ad."

Thanks to Fr. Jeremy, the article continued, any Google search for the words "religious," "religious priests," "religious brothers," and other similar terms would result in an OMV ad appearing on the right-hand side of the screen. A simple click on the ad would take the user to the omvusa.org website. By October of 2010 the OMV ad had been shown many thousands of times. Many dozens of people actually clicked on the ad — in general, much more "bang for the buck" than the old and expensive

vocational magazine ads that had been used in the past. It was the sign that this new approach was perfect and necessary for the new digital age.

This same issue of the MMM celebrated Fr. John Idio's completion of his Licentiate in Communications and also mentioned the making of a brand new OMV (USA) promotional video in the amazing new format called "high definition."