

Monthly Media Monitor



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

Volume 12 Issue 8 — November 2021

New Video Series; Innovative Ways to Use Social Media

The month of November brings time changes to most parts of the world (**from** Daylight Savings Time or **to** Daylight Savings Time, depending on where you live). The month also brings an exciting new issue of the Monthly Media Monitor.

We begin this issue by talking about *Playbook for the Spiritual Life – Ignatius’ 14 Rules for Discernment*. This is the name of a ten-part “teaching series” of videos from Ablaze Family Ministries. The two hosts of the series, according to Ablaze promotional material, are “world-renowned Ignatian scholar Fr. Timothy Gallagher, OMV, and head football coach at the Catholic University of America Mike Gutelius.” The videos, made available on October 14, are accompanied by a reflection handbook. A trailer for the series as well as the series itself can be found on “setusablaze.tv”. Please note there is a monetary cost (affordable) to viewing the series — details are available on the aforementioned website.

Available Now!

PLAYBOOK FOR THE SPIRITUAL LIFE
IGNATIUS' 14 RULES FOR DISCERNMENT

10 all-original videos with teachings and guidance from Fr. Timothy Gallagher, O.M.V and Coach Mike Gutelius

1 practical reflection handbook

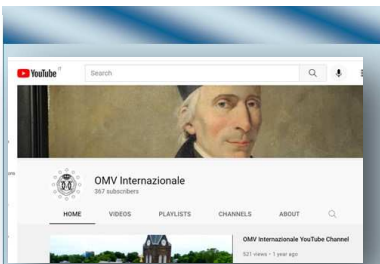
On-line ad: *Playbook for the Spiritual Life* (Ablaze Family Ministries)

Our Oblates of the Virgin Mary in Brazil (Congregação Dos Oblatos De Maria Virgem) are using Facebook and Instagram to tell people about our Founder, Venerable Pio Bruno Lanteri. Quotes and images of our Founder have been posted on Instagram and on their Facebook page. The illustrated life of Lanteri has also been part of their “story” on Facebook Messenger, divided into daily “parts” and encouraging the viewer to visit again the next day to read more. We thank our brother Oblates in Brazil for their interesting ways of using social media to bring to attention to the life of our Founder.

(continued on page 2)

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



Did You Know...?

...that that the Oblates of the Virgin Mary have an international YouTube Channel?

It is called “OMV Internazionale” and features a number of videos from various parts of the world. Many of the videos have been made directly for the Channel, while others (such as some OMV USA videos) have been made for another OMV You Tube Channel and then saved to a playlist on OMV Internazionale.

There are playlists for various countries in which the OMVs live and minister. There are also specialized playlists, such as the “Nunc Coepi Extras” playlist and the “La Scienza” playlist (the latter featuring videos from the chaplaincy of Fr. Mauro Oliva, OMV).

There are 62 videos in all. Check them out!



Our OMVs in Brazil have been posting Lanteri’s “story” on Facebook Messenger.

New Video Series... (continued)

In other news, Vatican Radio is celebrating its 90th birthday this year. Established by Pope Pius XI, Vatican Radio is the official radio station of the Holy See. In a typical year the station airs about 12,000 hours of content in 41 different languages. Though it broadcasts via satellite, internet, and digital terrestrial, Vatican Radio also maintains its shortwave transmissions — a vital link to poorer and more remote parts of the world.

That is the news for this month...but read on for an interesting reflection on ASMR videos, which are all the rage on YouTube.

ASMR Videos Relax Millions of Viewers

A woman in Japan gently cleans the ears of one of her clients. A podiatrist in Canada carefully removes corns from the feet of her patient. A barber/massage therapist in Turkey gives a young man a shave, a facial treatment, and a massage.

What do all these people have in common? They are stars of their own YouTube Channels — providing videos that sometimes receive not only thousands but millions of views. And people are not watching these videos to learn how to remove corns. They are watching them to relax.

ASMR stands for Autonomous Sensory Meridian Response, which is a tingling sensation that begins in the scalp and continues down the back and spine. It can be triggered not only by receiving a massage or a skin treatment, but also can be triggered by **watching** someone receiving these treatments. Think of any time you watched a person scratch a particularly itchy part of a flaky scalp, or watch someone use chapstick to soothe chapped lips — you may have found yourself thoroughly enjoying and relaxing with the sight, experiencing a certain amount of tingling by simply watching the other person. That is ASMR. The tingling can result an increased sense of well being and relaxation — and is therefore ideal for people who want to end the day on a soothing note. Many people use these videos to help them fall asleep at night.

ASMR videos are all the rage on the internet and are very easy to find (do a search on YouTube for ASMR). For many, they have also become a stable and morally safer alternative to internet porn. Experts warn that the ASMR response can decrease with too many repeated viewings, which is why it is good to moderate and vary your ASMR viewing habits.