

Summary

Karl Lehmann: The Church in Public. Its Presence in Secular Media and Parochial Press

The Church has to adapt to the modern forms of communication employed by the media and it is becoming increasingly necessary to recognise the potential and limits of modern publicity. The presence of the Church in the secular media as well as in the parochial press should not be misunderstood as an alternative or competition. On this condition the Catholic press nevertheless has an intrinsic communicative value especially as far as the press of the dioceses are concerned. The following demands, however, must be made to the Catholic press: incorruptible objective and qualified work; courage for intellectual orientations based on faith; Catholicism in connection with a high degree of integrative ability; constant attention to the missionary dimension of faith; insights to the various levels of communication.

Steffen W. Hillebrecht: The Decade of Church Marketing

In the 90's, the Churches experimented with various advertising and marketing strategies. These experiments were largely documented by the media especially since it was clear that something completely new was about to begin within the Church. The following article will present and evaluate the success of the different concepts and approaches. It will become clear that PR-campaigns planned at short notice usually only had short-time effects. In contrast, carefully planned concepts intended for longer periods showed the desired effects. Another outcome also becomes evident, namely that the topic itself loses much of its provocative character.

Raimar Kremer: Vicars and Parochial Media. An Empirical Survey of Reading Attitudes of Vicars in the Protestant Church in Hessen and Nassau

When entering the small world of a vicar's parish the big parochial world is often neglected. This strong focus on the parish and on community work is also reflected in the use of media by vicars. Publications dealing with the parish enjoy great popularity with vicars due to their regional

issues and informational value as does the section "The Church and the World" in the daily paper. Vicars appreciate this section and frequently make use of it if it refers to regional events. Other publications, for example parochial papers, gazettes of the EKHN, Epd-Hessen and Nassau as well as EKHN memorandums which all refer to wider parochial issues are not as popular. The same is true for radio, television and the internet. These forms of media seemingly do not contain valuable parochial information for vicars. The study also shows that vicars engage in reading at an average of 40 minutes per week. A rather significant unimportance of parochial media and publications for vicars must therefore be assumed.

Hajo Goertz: „Es kommt darauf an, nicht die Wahrheit zu vergewaltigen“.
Nikolaus Gross as a Journalist – a Modern Martyr

From 1927 onwards, miner and Christian trade unionist Nikolaus Gross is an editor for the „Westdeutsche Arbeiter-Zeitung“ (WAZ - West German Labourers' Newspaper) at the head of the organisation of the Catholic labourer movement (KAB) in Cologne. In his opinion, the organisation is not only a medium for political information but in particular an instrument to educate readers. Gross intended to put Catholic workers into a position to represent the Christian viewpoint reasonably in the clash of worldviews of the late Weimar Republic and Socialism. As early as 1929/30 the journalist Nikolaus Gross dealt with the rise of National Socialism in presenting the incompatibility of the Nazi ideology with Christian values and convictions. Three years before Hitler's seizure of power he describes the coming political developments in an almost prophetic manner in order to prepare Catholic workers. After January 1933, Gross used the WAZ to strengthen the opposition against the Nazi dictatorship within the Catholic labourer movement by writing between the lines. However, in 1938 the paper is banned. Gross continued his opposition as a speaker in Catholic workers' associations. Being a member of the KAB-resistance movement in Cologne he is detained shortly after the assassination attempt of 20 July, 1944. He is executed on 23 January, 1945. The proceedings to beatify the layman and father of seven children are promising.

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