



“Go therefore and make disciples of all nations....” Matt 28:19

Pope, John Paul II exhorted each of us in the Church to a *universal call to holiness* and a *new evangelization*. He described modern media as an indispensable means of achieving it. In *Ecclesia in America* he wrote, **“Using the media correctly and competently can lead to a genuine enculturation of the Gospel.”** He realized the potential of new tools for evangelization in our modern age: "This vital field of action for the Church requires a radical change of mentality, an authentic new awakening of conscience in everyone. New methods are needed, as are new expressions and new courage." *CatholicsComeHome.org* is responding to this call.

The need in our society is great -- nationally and locally:

- Approximately **1 in 10 Americans is a former Catholic.**
- Up to **100,000 baptized Catholics** in the U.S. drift away from Church annually.
- In the Diocese of Sacramento, the Catholic population is estimated to be **957,000**. Last October, the Diocese of Sacramento's Mass count was **131,000**.
Where are the other 825,000 Catholics in our diocese?

Why use television? The facts are truly astounding:

- The average American watches **more than 4 hours of television** each day.
- In the average home, a TV is turned on for more than **a third of the day – 8 hrs. & 14 mins.**
- Half of American homes **have 3 or more TVs** in their household.
- A 2006 study shows that students recall 2-minute commercials better than full news stories.

Opportunities for the Sacramento Diocese:

Imagine seeing inspiring and powerful Catholic messages on Primetime TV shows, major sports events, and popular cable program throughout the Diocese of Sacramento– daily!

CatholicsComeHome.org runs these inspiring commercials on mainstream networks where millions are watching.

- If we meet our **\$480,000 Diocesan goal**, we will air **1,200 TV Ads** with **20% in Spanish**.
- A third of the ads will be **30 seconds**, a third **1-minute**, and a third will be **2-minutes**.
- We will use all day parts on all major stations: **CBS, ABC, NBC** as well as major cable networks: **CNN, FOX, ABC Family, TBS, TNT**, etc.
- **95% of homes** will be reached during the 6-week campaign during Lent of 2009.
- The average viewer will see the ads about 12.6 times each!