

PRESS RELEASE

SCROLLYTELLING ON THE LIFE AND WORKS OF SISTER THECLA MERLO: COMMUNICATION WITH THE HEART IN STEP WITH THE TIMES

Rome, 17 June 2024

There was great success for the launch of the SCROLLYTELLING project on the life and works of **Sister Thecla Merlo**, on Sunday 16 June at the Auditorium of the Community of the Daughters of St. Paul at via Antonino Pio, in Rome.

In a packed auditorium, an innovative communication project was presented, a new method of narrating the history of a congregation, its founders, as well as other contexts. An extraordinary tool, still sparsely used in Italy, yet an instrument which makes the most of the potential of technology and aims to put those who use it in direct contact with the object of the story, in an immersive and interactive experience. The **Daughters of Saint Paul**, thanks to the precious work of **Mediacor** (the communications company that for over 10 years has supported cultural and ecclesial institutions in telling their story in an innovative way) has brought together historiographical research using textual, audio and video sources, collections of archival images, journalistic research and the use of the most up-to-date technology, to produce an extremely effective tool, available to everyone, for communicating the charism and evangelization.

This project was coordinated by **Sister Mariangela Tassielli**, Multimedia Editorial Director of the Daughters of Saint Paul; the Superior General of the Daughters of Saint Paul, **Sister Anna Caiazza**; **Paolo Ruffini**, Prefect of the Holy See Dicastery for Communication, and a group of journalists and collaborators of Mediacor. At the end of the presentation, a magnificent concert was performed by the Choir of the Diocese of Rome, directed by **Emanuele Faiola** and introduced by the director, **Mons. Marco Frisina**, with musical lyrics written by **Sister Anna Maria Galliano**, who is known as the "Mogol" of liturgical music.

"This project was a dream – explained the Superior General, **Sister Anna Caiazza** – that we in the general government have nurtured since the first days of our mandate and represents a tribute of love to this mother who was an incredible communicator. It seemed important to us to make known this faithful woman disciple and collaborator of Blessed James Alberione, who was able to delve into the complex world of communication in which, especially during the time of Sister Thecla, there were still many suspicious reservations within the Church".

"Scrolling – underlined **Paolo Ruffini** – has this particular feature; we cannot do it alone and it helps us understand that digital media is not just for dividing but for uniting, uniting languages, people, memories, and involves us in an active rather than passive way. It is a beautiful example of communion between those who thought of it, those who use it and, in this case, Sister Thecla who demonstrates that communication and communion are intrinsically linked".

"This project – declares **Paolo Pellegrini**, CEO of Mediacor – is not a point of arrival but a point of departure. We trust that it will be a tool for good communication around the world. We wanted to tell the story in an original and effective way, and we thought of an innovative language that is still

scarcely used in Italy. A tool that allows a user to scroll and get involved in an intuitive narrative. Something that can convey information and emotions at the same time."

"The beginning intuition of the project was to create a product that would not fall from above – explained **Patrizia Morgante**, trainer and collaborator of Mediacor – but that it be created and developed by the sisters themselves, especially the younger generations. Scrolling is a beautiful example that combines tradition and modernity, linear language and technological digital language, important elements for a congregation whose charism is evangelization through communication".

"If Sister Thecla were alive and active today – said **Alberto Chiara**, journalist, and retired writer of *Famiglia Cristiana*, one of the magazines that Sister Thecla helped to found – she would be a sister who would have joined in on “download the app and click the banner” category of people. She did not simply follow the mode of the times, but rather was attentive to the "signs of the times" by integrating memories and the search for effective languages to express God in this troubled 2024. Taking a well-known quote from Rosario Livatino, a young Catholic judge killed by the mafia, we can say that Theresa Merlo was a credible believer”.

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