

**MESSAGE OF THE SUPERIOR GENERAL
DON VALDIR JOSÉ DE CASTRO**

**TO THE PAULINE PARTICIPANTS
OF THE 67th EDITION OF FRANKURT BOOK FAIR**

14 October 2015

Dear Brothers,

Together with the Members of the General Government, I am really happy to greet each one of you, who are responsible for our publishing apostolate, and gathered for this annual event together with the General Councilors, Fr Jose Pottayil and Br Zanon Darlei.

Your presence here at Frankfurt expresses in a concrete manner that we want to journey together as a 'single multimedia publisher', in spite of the difficulties and challenges that we constantly encounter within the specific area of our apostolate. This means that we are conscious of not being islands, but on the contrary, we use all the channels of communication at our disposal to create synergy, to strain ahead in our mission.

The participation at a cultural event of such a magnitude, apart from helping us to create "bridges", becomes also an opportunity to reflect on our identity which as a consequence makes us to define our editorial policies. In the midst of thousands of publishing houses who display their publications at the Fair, what differentiate us from them? What is that characterizes us as publishers from our Pauline identity? From our publications, from our catalogues, and in general, from all our editorial activities, can one recognize that we are a continuation of the "Gospel" of Jesus, lived according to the style of St Paul? It is a continuation of the work of evangelization to reach out to those who are far as was thought by Blessed Alberione. One single emblem that we print on our publications is a sign that bear witness to our unmistakable identity, recognizable and recognized in its editorial policies at International level?

There were some questions that Fr Sassi, our late Superior General, was raising in his talk that he had prepared for the same meeting last year, on the occasion of the centenary of the foundation of our congregation, and I also wish to take up the same to clarify and to direct better our way of working in the area of communication.

Without any doubt one of the characteristics of Pauline Publishing is that to be open to the necessities of the men and women of our time and to respond pastorally, and in this context, to announce the Gospel and to speak of everything in a Christian way. Again it is very relevant what Fr Alberione was saying in a Seminar for Religious, repeating the words of Cardinal Elia Dalla Costa: "O let us look at the reality with

courage, beyond the small world that surrounds us, and then we see a radical turn around in mentality and method; or within the span of few years, we will have made a desert around the Master of life, this will eliminate us as dried branches, useless, only to be burned (CISP, P. 807).

A publishing house work with ideas. In fact, there will not be the beautiful house and machines – however necessary they may be, which make our apostolate fruitful and lasting, but the ideas that we will have made to ferment in the depth of the spirits (Fr Valentino Gambi, *Bullettino San Paolo*, febbraio 1955).

In this sense, it is challenge for all of us and in a special way for you who work in the editorial sector to put into practice the first priority of the X General Chapter which asks us “to creatively renew our missionary impetus at the service of the Word with new sustainable initiatives for the non believers, the distant ones and the poor, with new openings, in new territories, with new languages of communication”.

May Jesus, the Master, illumine all of you so that you can in great joy and much hope respond to the needs of evangelization in the footsteps of the Apostle Paul.