



**Stichting SQPN**

**Annual Report 2016**

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## **Preface**

In this annual report, Stichting SQPN's board of directors wants to give an account of the way it has operated in 2016.

On behalf of Stichting SQPN's Board of Directors,

J.J. van de Pas (chair)

R.E. Vonhögen (secretary)

## Activities and Results

### First Quarter (January – March 2016)

After last year's success with our *Year of Mercy* LEGO video, we produced another one during the first quarter of 2016: *Lent in 60 Seconds*.

Initially, the video was only available in Dutch and English. In cooperation with Aletheia we were able to add a French version to the line-up. We were pleased to see another success with a total of 38,000 views for all versions.

For Ascension Day we produced another LEGO video entitled *Ascension explained with LEGO*.

*St. Francis of Assisi (produced for KRO-NCRV and aired on Dutch national TV)*

In addition to our catechetical and evangelisation activities we also started producing television programs for third parties to create a second source of revenue in addition to donations.

For broadcaster KRO-NCRV we produced an episode for *Katholiek Nederland TV* which was aired on Dutch national TV channel NPO2. We interviewed Professor H.W. van Os, former CEO of Amsterdam's Rijksmuseum, about an exhibit he created covering the life of Saint Francis at the Catherijneconvent in Utrecht.

### Second Quarter (April – June 2016)

*Bloemen voor de Paus ('Flowers for the Pope'), part 1 and 2 (for KRO-NCRV)*

During the second quarter we continued producing TV episodes for third parties by completing two episodes with a length of 25 minutes for *Katholiek Nederland TV* on NPO2. Both episodes were shot in Rome, Italy and were well received by the audience.

*WYD Vloggers Project (cooperation with Jong Katholiek)*

We developed a project together with youth platform Jong Katholiek in May. We trained a group of young people in using the video functionality on their smartphones to make their own vlogs documenting their adventures in Krakow,

Poland during the World Youth Days in July. We helped to boost Jong Katholiek's signal by sharing the produced video on our channels as well.

### **Third Quarter (July – October 2016)**

#### *World Youth Day Krakow, Poland*

Fr. Roderick had to be present at the World Youth Day for an episode of his TV show, *Katholiek Nederland TV*, and used the opportunity to make a series of vlogs for Trideo. His style drew the attention of Polish media which resulted in an unexpected success. The vlogs in the series were viewed over 100,000 times.

### **Fourth Quarter (October – December 2016)**

After a busy summer because of the World Youth Days, we continued producing several LEGO videos: *World Animal Day and St. Francis Explained with LEGO; Halloween and All Saints Day Explained with LEGO and Saint Martin of Tours in One Minute*. These catechetical videos were very well received: many teachers in primary schools told us they used our videos for religious education.

#### *Podcasts (in cooperation with SQPN Inc.)*

In October we started producing podcasts in addition to our video and TV productions. These audio programs in English were published on the English Trideo site. Stichting SQPN produced audio productions on an almost daily basis for American sister organisation SQPN Inc. which covered the themes of life style, faith, movies and television shows, literature and technology.

#### *Sebastiaan and the Pope (viral, 200,000 views)*

During the fourth quarter we produced another series of episodes for KRO-NCRV's *Katholiek Nederland TV*. We used some material that wasn't aired to create online videos which were shared via social media.

Part of the footage covering the Dutch Day at Saint Peter's Basilica was used to make a video depicting the encounter between two-year-old Sebastiaan and Pope

Francis: the little boy walked up to the sanctuary to give the Pope a little bouquet of yellow tulips. We made sure that the video, which was in Dutch, was subtitled in English and posted it on Facebook and YouTube. It didn't take long for it to go viral on Facebook, especially after Vatican Radio's English Section shared it. We received hundreds of heart-warming reactions from all over the world. The video was viewed 200,000 times on Facebook alone.

*Connection and Encounter: enlarging our audience*

At the beginning of 2016 one of our goals was to create a bigger audience. Our current audience consists of two groups: a primary group which is the target of our evangelization activities and a secondary group which we call our Ambassadors. These are very active Catholics who help us share our content to (grand)children and help us financially with donations.

Our primary target audience are (young) adults in the age group between 20 and 45. This group uses social media extensively, especially Facebook and Instagram. Therefore, our focus is mainly on these two social media platforms.

The secondary target audience are Catholics who are actively engaged with their faith and who are a bit older. Sharing their faith with younger people, like their (grand)children is very important to them. They don't necessarily use social media a lot, but they are very involved in parish life and willing to support us financially.

In 2016, the total number of people who subscribed to our Dutch Facebook page has doubled, we saw most of this growth in the fourth quarter. The English-language Facebook page is also growing, especially after we started producing content for our American sister organization SQPN Inc.

Fr. Roderick Vonhögen visited several parishes and groups in 2016 after his book 'Mediapriester' (English: Geekpriest) was published in Dutch. He has been asked to keynote in various settings. He was the main keynote speaker of the Briellelezing hosted by the Diocese of Rotterdam with a talk that had the title '*From China to Poland: what we can learn from growing churches in unexpected places*'. He also attended the 'Dutch Day' in Rome where Dutch pilgrims met with Pope Francis.

Our secondary target audience was present in large numbers here.

## **Publicity**

Stichting SQPN's activities found their way to various media platforms who reported on our activities and our mission.

## **Media Partners**

### *KRO-NCRV*

During the past year, we worked with KRO-NCRV to produce many episodes for *Katholiek Nederland TV*, a TV show which airs on Dutch national TV every week.

### *Jong Katholiek*

We worked in cooperation with Jong Katholiek on a YouTube vlogging project. We hosted two workshops where young people learned how to tell a story using video.

### *SQPN Inc.*

We are working together with our sister organization SQPN Inc. internationally. During the fourth quarter we started making audio productions under the Trideo umbrella.

### *Aleteia.org*

Aleteia is a project from the *Foundation for Evangelization through the Media* (FEM), whose mission is, according to their website:

*“The Foundation wants to support and develop concrete collaborative projects to serve its institutional members and Christian media producers who focus on the same goal of evangelization. This is why the Foundation aims to bring together the major Catholic players involved in evangelization and the media, in order to foster their cooperation and collaboration.”*

Aleteia shares our video productions on a regular basis and helped us translating our Ash Wednesday and Lent video into French. They also did the voice over for the audio track for the French version of this video.

### *Adveniat*

Dutch Catholic publisher Adveniat, who also published Fr. Roderick's book *Mediapriester* used stills and photos for their booklet introducing the Dutch Catholic Bishops Conference's new translation of the Our Father.

## **Internal Organisation**

Stichting SQPN's internal organization consists of two parts: Stichting SQPN's Board of Directors and an operational team. The Board of Directors develops a long-term vision and helps creating the means for the operational team to carry out SQPN's mission.

The operational team focuses on the creative process and coordination of creating content: research, production, editing, and publishing audio and video.

SQPN's Board of Directors had the following members in 2016: J.J. van de Pas (chair), W.J.M. van Stolk (treasurer), R.E. Vonhögen (secretary) and A.J.M. Ursem (member).

The operational team had the following members: R.E. Vonhögen (program director), Inge Loots (technical support and production assistance) and Suhail Tafur (research and development).