
Germany: proposal for young people. The face, life and reflections of theologian Carina Adams on a new YouTube channel

Starting from Thursday, the online portal of the German Catholic Church [katholisch.de](https://www.katholisch.de) will expand its presence in the digital space with personalised content on YouTube. The editorial staff wants to reach out to young people in particular. The channel is called "Carina Adams", named after the editor and theologian Carina Adams, who personally engages in this new multimedia experience. The offer will include a wide range of content and formats, such as life advice, discussion groups or an authentic glimpse into the life of a believing woman in today's society. Carina Adams herself said: "I want to show what life can be like if you are a believer". On [katholisch.de](https://www.katholisch.de), Adams speaks openly about her work, her passions, and the challenges that believers face in their daily lives. The transition to her own channel is not only an expansion of her work but also "a very personal project that shows how faith and modern life can be combined". So far, Adams' videos have been broadcast on [katholisch.de](https://www.katholisch.de)'s main channel. "With her outspoken style, the theologian brings a new perspective on how faith is perceived", editorial director Björn Odendahl explains. For him, the decision to create another offer on social media was also a strategic and future-oriented measure: "there are so many young Catholics who shape their lives every day according to their faith and have an impact on society. Carina Adams is one of them. Unfortunately, they are rarely noticed in public. We want to change this with the new YouTube channel". From now on, there will be a new video with Carina Adams every Thursday: born in 1998, she has been working since January 2023 for the online editorial staff of [katholisch.de](https://www.katholisch.de). Previously, she had studied Catholic theology in Trier.

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