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COMMITTEE HEADS of Nazareth College Sodality join in college chapel in preparation for investiture ceremonies on Thursday, March 22 at which Bishop Kearney will preside. Shown standing (above) are Mary Lee Bishop, Groton, prefect, and Anna May Waytowich, Rochester, vice prefect; kneeling: Anne Waganan, Canandaigua, reception chairman; Kenise Murphy, Yonkers, and Lois Maloney, Auburn.

AMONG WOMEN

How To Write Newspaper Copy

By Mary Lennon Snyder

Last week I wrote of an interesting article which I had read in the Brooklyn Tablet on the subject of securing effective publicity for Catholic societies. This week I am going to continue on the same subject, first because it is written by a working newspaper man and Mrs. Snyder, secondly, because it pretty well covers every aspect of the question.

The writer advises: "Double space your copy. Use only one side of the paper. If you are in a community outside a big city put the name of the community in your first paragraph. Three paragraphs about 75 words each, are about all the story you have will be worth in type.

"Don't try to telephone your story. They haven't time enough for such handling unless you come up with something that is hot news and the odds against may be figured in light years. Don't telephone to ask the editor when the story or picture you sent will appear. Don't telephone unless you discover you have made some serious error in your story, such as a wrong date, and then, brother or sister, get on that telephone fast and correct it.

"DON'T WRITE Mrs. Duffeldorfer or Mr. S. Flugelkugel. Get the right full name and title and get it right or the editor will become wary of you and the victim of the misspelled name will hate you to pieces. Folks are very touchy about their names, especially when appearing in the public prints.

"Dealing with newspapers of the smaller cities, if the United Societies of the church, for instance, are producing an amateur play for the new church building fund, the paper may run a picture of the pretty leading lady if you provide a good clear photograph which will reproduce properly. Make it a good-sized glossy print, none of that soft-focus stuff.

"Any time you give the local paper an excuse to print the picture of a pretty woman, I'm betting on you. Very probably in your fund-raising drive the committee head will be some gentleman of prominence in the community. You might try the paper with a picture of him too. Don't forget to send full information with the picture.

"SOME PAPERS may run a cut of the architect's drawing of the proposed new school or the church. May be, away back, lost in the years as the old, old timers of the community passed on, there is a colorful story connected with the old school or church, especially in a suburban community, which might make news.

"Some bit of history may have been made there. Some anguished kid who couldn't keep his half combed or his hands clean may have gone on from that school to statewide or nationwide headlines. A little digging back through the memories of the old settlers still around might turn up an angle which will bring big city reporters and cameramen.

"If your reportorial digging does turn up such a nugget, please please don't try to get fancy. Don't sit down to the typewriter prepared to knock them breathless on the big city editorial desk with a scintillating essay.

"SUCH ATTEMPTS by amateurs under like circumstances have been known to goad an editor's dormant ulcers back into full activity. And if he should decide that the information in the piece is too good to just throw away, and orders it rewritten by one of the staff, I can just see the luckless rewrite man, standing for long minutes staring through the window bleakly at the street, praying for the strength to stay on the wagon.

"It is true that the smaller run-of-the-mine news story is almost as sturdy simple to write, but even

Women's College Sodality To Be Invested By Bishop

Approximately eighty candidates will be received into the Sodality of Our Lady at Nazareth College on the afternoon of March 22, at 2:10 p.m. in the college auditorium.

Bishop Kearney will officiate at the ceremony, which marks the end of a six-month probation period, during which time the candidates were obliged to fulfill all the duties imposed on members of the Sodality.

THE NEW Sodality will go to the altar when called and recite the Sodality Act of Consecration to Our Lady, whereupon the Bishop will invest them with the medal, the official insignia of the organization and declare them members of the Sodality.

Officers of the college Sodality are: Mary Lee Bishop, Groton, New York, prefect; Anna May Waytowich, Rochester, vice prefect; Judy Lang, Rochester, secretary; Sharon Riley, Truxton, New York, treasurer.

MEMBERS OF the Reception Committee are: Honorable chairman, Miss Waytowich; General chairman, Lois Maloney, Auburn; Reception chairman, Anne Waganan, Canandaigua; Social chairman, Mary Jo Gleason, Auburn.

Members of the Probation Committee which had charge of the training of the new members are: Beverly Murphy, Shirley Sero, Joan Shaw, Rochester; Miss Waganan, Canandaigua, and Joan Skako, Geneva.

Family Rosary Radio Leaders

Friday, March 16 — John Hughes, St. Anne, accompanied by Men of St. Anne;

Saturday, March 17 — J. Arthur McGee, Immaculate Conception, accompanied by Order of Fibernians;

Sunday, March 18 — Lay representative, St. Rita, W. Webster;

Monday, March 19 — Very Rev. Gerald T. Whelan, St. Joseph, accompanied by parishioners of St. Joseph;

Tuesday, March 20 — Raymond L. Wille, St. Salome;

Wednesday, March 21 — John Hayes, Blessed Sacrament, accompanied by members of Holy Cross Alumni Association;

Thursday, March 22 — David O'Connor, Corpus Christi, accompanied by employees of Rochester Products.

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IRISH ARE EGYPTIAN

Did you know Egypt and Ireland are related? The Irish are spiritually descended from the Egyptians. Irish monks lived in the Egyptian Desert. They studied the austere principles of the FIRST FOUNDERS OF MONACHISM. The East also endowed the Emerald Isle through the Abbey of Lérins and St. Victor, in honor of the great St. Patrick, on St. Patrick's Day when every Irishman could weep out his gratitude for the Egyptian ancestral heritage. A Franciscan Priest, follower of St. Peverelle, is struggling in the very difficult Mission of Manhattan in Egypt. He is surrounded by some 7,000 Dissidents and 25,000 Moslems. The harvest for Christ is ripe. If you had a SCHOOL and CHAPEL. THE PROPERTY will cost \$3,000; the CHAPEL, \$3,000; and the SCHOOL, \$4,000. If every FRIENDLY SON and DAUGHTER, and every COUNTY ORGANIZATION, gave a little, we could meet this enormous sum. Here is a man's job, so let's all chip in, as worthy of the Goal. MAY THE GALE BE TO YOUR BACK!

STATUE OF ST. JOSEPH

St. Joseph is the Patron of the Universal Church and his Feast is March 19th. Our benefactor writes: "Poor St. Joseph, the greatest of them all! It seems you have been 'lost' him." WILL you set a STATUE OF ST. JOSEPH in your Mission, where he once worked as a carpenter? You could give this as a gift according to your own intentions, or perhaps you might prefer to select one of the following:

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FARMER SAINTS

This week St. Benedict and St. Isidore are Co-Starring in the liturgical galaxy of HEAVEN. To labor is to pray, is the Benedictine tradition. St. Isidore, patron of farmers, worked hard in the fields and, according to tradition, Angels did his work when he prayed. We have Seminars and Novices who are preparing to till a rather arid and unyielding land. They are praying and working for the Vineyard of Christ. They will pray and work FOR YOU. YOUSSEF and YOUNAN are in the Coptic Seminary of Egypt, \$600. In your payments will buy the tools of their all-year training. GEORGETTE and CATHERINE are studying in BIKFAYA to be Sisters of the Sacred Hearts of Jesus and Mary. Likewise in poverty, they beg \$150 yearly for their two-year preparation. WILL YOU ADOPT A BOY OR GIRL?

YOUR LENTEN' MITE IS MIGHTY MIGHT.

TAX DEDUCTIONS. Please think of our most needy Near East Missions, when you make your charitable donations. Just send us a STRINGLESS GIFT to be used by the HOLY FATHER where the NEED IS GREATEST. You will be credited in Heaven as well as on your income tax, if you GIVE IN THE NAME OF CHRIST. All Near East Mission gifts are tax deductible.

THEIRS IS THE KINGDOM

"Give us this day our daily bread." In his recent Lenten message, the Holy Father once again recalled the Mission generosity of our school children. "The children whom your parents and teachers have helped, are you a debt that only the Lord Jesus can pay." Perhaps CLASSROOM-GROUPS could get together and donate a \$10 FOOD PACKAGE for our ORPHAN CHILDREN in the Holy Land. We will send a FREE-CITY ROSARY from Jerusalem. Or be a member of our DOLLAR-A-MONTH Mission Club called ORPHAN'S BREAD. Or just send us whatever your heart desires. The Child Jesus will bless you for feeding the children of HIS ROYAL NEIGHBORHOOD. And aren't we ALL GOD'S CHILDREN?

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