

# Diocesan Radio-TV Heads Offered 'Intern' Program

An "intern" program designed to help diocesan directors of radio and television improve the scope and quality of local religious programs has been established here by the Radio-TV Department of the National Council of Catholic Men.

Under the program, which will begin immediately, interested diocesan directors will be invited one at a time to spend from two to four weeks at the New York office. There they will sit in with producers of network radio and TV religious programs.

Prime aim of the intern program will be to familiarize diocesan directors with programming techniques and material which they might be able to adapt locally, according to Richard J. Walsh, director of the NCCM's Radio-TV Department.

"We've been doing this on an informal basis, mostly with 'visiting firemen' from Australia, Belgium, Uruguay and other Latin American countries," he said. "Various diocesan directors from around the country have from time to time dropped in for a day, but we were rarely in a position to make such a quick visit worthwhile. From this grew the idea to put together an internship program, particularly for the newer diocesan directors."

There are now about 110 diocesan radio-TV directors in the U.S., the number having tripled in the last two years, due largely to the Second Vatican Council's Decree on Social Communications. Diocesan directors are appointed by their bishops to plan and coordinate religious programs on local radio and television stations.

The NCCM Radio-TV Department presently includes three producers for television (Walsh for NBC-TV's "The Catholic Hour," Robert J. Allen for CBS-TV's "Look Up and Live" and "Lamp Unto My Feet," and F. J. Roptinell for ABC-TV's "Directions... A Catholic Perspective") and one radio producer (Joan Paul) in charge of 120 half-hour network radio shows a year, including "The Catholic Hour" broadcasts on NBC.

In addition, other personnel at the New York office handle casting, props, film editing, contracts, legal clearances, publicity and a film library with more than 3,000 films from past NCCM programs.

"We're certain that diocesan directors will discover many techniques for producing very effective programs in a very economical way," Walsh said. "We'll be happy to help them in any way possible."



Rev. Edward J. Malloy, diocesan director of radio-TV for the Diocese of Rockville Centre, N.Y., gets some pointers on the production of an upcoming "Catholic Hour" TV drama from Richard Walsh, the show's producer.

Walsh said details of the intern program would be presented to the U.S. Bishops in Rome (there will be no charge for the intern program, but the diocesan director's expenses must be met by his respective diocese) and that the program

has the support of the Catholic Broadcasters Association's president, the Rev. Kenny C. Sweeney, radio-TV director for the Archdiocese of Indianapolis.

Walsh commented that his own office could benefit from the intern program. "We could benefit by learning what the diocesan directors' needs are in various parts of the country," he said. "And having seen what we have to work with, he could be better able to advise us in the future on our network programming—whether we've done a good job or missed the boat."

"And besides, we're developing here a mutually beneficial contact for the future. A diocesan director from Kansas City or Peoria could call us up and not come on as a stranger, if he's looking for information or special material. He's been here and he knows just what we have to offer." (Catholic Entertainment Features)

COURIER-JOURNAL  
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## Christmas Cards Offered By Dominican Nuns

Full color and gold attractive Christmas cards with Christmas scroll designs from originals are now available from the Dominican Sisters Monastery in Elmira.

Two sets of boxes are being offered for sale. One assortment contains ten cards with five different designs at \$1.20 plus postage. Boxes of 100 cards of one design complete with envelopes are listed at \$10 plus postage.

Special insert cards for priests at \$50 per hundred are obtainable with the message "You and your loved ones will be remembered in the Masses which I shall offer on Christmas Day."

In the varied assortment are cards containing a quotation with appropriate illustration. One message is "I am the mother of fair love, and of fear, and of knowledge and of holy hope." Sirach 24:24.

Information on the cards and orders for them are being handled at Dominican Monastery, 1310 West Church St., Elmira N.Y. 14905.

## Book Readied On Pope's Trips

Pocket Books, Inc. in association with United Press International will publish a book titled "The Pilgrim Pope" which will contain speeches and photographs (both black and white and color) of the Pontiff's memorable visits to New York City, India and Israel.

"The Pilgrim Pope," prepared by the staff of U.P.I., will be similar to the famous book on the late John F. Kennedy titled "Four Days."

The book will be ready on or before Nov. 1, and will retail for \$1.95.

## Automotive Center Opened By Sears

Sears, Roebuck's new automotive center for 32 cars at Broadway and South Union St. is now in operation. The center offering complete automotive shopping, parts, gasoline and services with convenient free parking is being handled by 100 employees.

Formal opening took place Monday afternoon. Sheldon Smith, Rochester group manager for Sears, welcomed guests and explained the new operation.

He explained that the new center begins a Sears development program to include tearing down the old service station and building an "outdoor living" department and rearranging of the main store interior.

Offered in the new Sears center are: Tune-ups, batteries, mufflers, shock absorbers, brake service, engine, replacements, anti-freeze, interior upholstery, seat covers, wheel alignments, tires, and motor oil.

DEADLINE FOR NEWS MONDAY NOON FRIDAY DELIVERY

# Tom Cahill Featured In Folksong Festival



TOM CAHILL

A Folksong Festival in St. Anthony Tudor and Margaret Agnes High School auditorium this Saturday, Oct. 16, will be highlighted by the appearance of Tom Cahill, a former Rochesterian now associated with the movies and theater in the Los Angeles area.

The son of Mrs. James P. Cahill and the late Mr. Cahill, the young performer is a graduate of Blessed Sacrament School and Aquinas Institute.

Saturday evening's Festival, sponsored by the National Catholic Theatre Conference, will present a selection of students and groups from schools of the Diocese in a program of folk music. WHEC's Eddie Meath will act as master of ceremonies.

Cahill appears as featured dancer in the movie "Billie" starring Patty Duke, now being shown in the Rochester area.

A former student and teacher for Miles Ensign, Cahill also taught under Thea M. Greer, both of whom conducted local singing groups. With local singing groups, Cahill appeared in productions of "Brigadoon," "Wish You Were Here," "Music Man," and most recently took a lead role in the Firemen's Benevolent Association sponsored "Kiss Me, Kate."

Cahill toured with the National Ballet of Canada and the Metropolitan Opera Ballet Company, where he studied under

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## 'Subject Was Roses' Billed at Auditorium

The Rochester Broadway Theatre League, a non-profit community organization, will open its 9th season with the 1965 Pulitzer Prize winning drama, "The Subject Was Roses." This dramatic play will be coming to the Auditorium Theatre on Friday, Oct. 22 for an evening performance, Saturday, Oct. 23 for a matinee and evening performance.

Starring in this play about the crisis confronting a family upon their son's return from the Army are Dennis O'Keefe who has starred in such Broadway shows as "Never Too Late" and "Never Live Over a Pretzel Factory;" Betty Field, well-known star of Hollywood and Broadway whose latest motion picture "Seven Women" will

soon be released by John Ford; and Peter Duryea, the son of Dan Duryea, and a very bright talent in his own right, who has appeared on TV in "The Defenders" and "Kraft Suspense Theatre."

The author of "The Subject Was Roses" is Frank D. Gilroy, the thirty-nine year old playwright whose first play, "Who'll Save the Plowboy" won the "Obie" award as the Best American Play in 1962.

Mail orders are being accepted now. For information call GR 3-3671. The Box Office at the Auditorium Theatre, 875 East Main Street, will be open October 18 from 10 a.m. till 6 p.m. Box office number is 454-7743.

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