

Church Radio, TV Shows Use Research Know-How

New York — The name "Bluett" may mean to the future of religious broadcasting what "Hooper" used to mean to radio programs and what "Nielsen" means to television today.

For in selecting Father Raymond E. Bluett as the first appointee to their newly created National Catholic Office for Radio and Television, the Bishops of the U.S. picked a man to whom "audience profiles" and "Advertising Age" are as familiar as parish censuses and his breviary.

A thesis away from his doctorate in marketing at New York University, Father Bluett worked with 70 top-echelon people in the broadcasting and advertising business (most, but not all, of them Catholic) in laying the groundwork for the

Catholic colleges with marketing departments will do stuff for us," with marketing students conducting interviews to determine whether current religious programs are effective in reaching the "target audience."

"If we find that most of the people watching TV at a certain hour on Sunday are children, we would research the children and find out what they like. One producer of religious syndicated programs told us that if our office could show that a children's program would go, they'd do it."

But Father Bluett sees no reason to limit the radio-TV office's interest to Sunday programming. "If the show meets the concept of audience flow, it can be moved to time slots that command audiences five to six times as great as the time periods now being used," Father Bluett said, describing "audience flow" as the ability of a program not only to draw viewers of its own but to also build up the audience for the program that immediately follows on that station.

Father Bluett is certain that

there is enough advice and aid to be had from industry leaders "concerning message format and packaging which could warrant better time periods."

Based on the names and titles of those 70 top-level industry people who have been working with him (Father Bluett asked that they not be publicized) the San Diego diocesan priest has made much headway in getting that aid and advice.

The 42-year-old native of Berkeley, Calif., majored in finance and investment at the University of Santa Clara, where his studies were interrupted by World War II and 30 missions over Germany as an 8th Air Force gunner. After graduation, he was an oil-field roustabout, then manager of a lumber mill before entering the seminary.

After teaching at the University of San Diego, Father Bluett received a Ford Foundation grant to study for his master's degree at NYU. His ambition: to apply sound marketing concepts to all areas of Church activity, with the emphasis on "consumer research."

(Catholic Press Features)



Plans Sports Dinner

Members of the committee plan for the annual Sports Dinner to be held at Sacred Heart School, Auburn, March 6. In front are: John A. Moore, John J. Herrling, Joseph E. Giannettino, Norman T. Salkley, general chairman; (in back) Jeremiah W. McCarthy, Daniel J. Verone, Charles W. Avino, Thomas E. Crawford, Charles E. Nolan, Alfred Inelch and Michael Masley.

Short Story Book Wins Award

Chicago — (NC) — Winner of the Thomas More Medal for "the most distinguished contribution to Catholic literature" during 1965 is Farrar, Straus & Giroux, Inc. of New York, for publishing "Everything That Rises Must Converge" by Flannery O'Connor.

The medal is sponsored by the Thomas More Association, a non-profit organization of Catholic laymen for the promotion of literature and the arts.

Dan Herr, association president, announced that the medal will be presented in conjunction with a Critical lecture at

Mundelein College here Feb. 27. The publisher will be represented by Robert Giroux, vice-president.

"Everything That Rises Must Converge" is a collection of the late Flannery O'Connor's short stories, the last of her writings to be published. The author, who died in 1964 at the age of 39, also wrote the novels "Wise Blood" and "The Violent Bear It Away," as well as another collection of short stories, "A Good Man Is Hard to Find."

In the citation accompanying the medal, the association says: "Flannery O'Connor set herself a tremendous task, one, as she said, that was not easy to make transparent in fiction, especially in our day when most people consider words like 'mystery' and 'supernatural' to be merely quaint."

Knights Plan Member Drive

The Knights of Columbus, international Catholic laymen's fraternal organization, will seek to double its membership in New York State, Herman P. Wolkenberg, state deputy, announced this week.

He said the membership drive is in response to Pope Paul's appeal at the United Nations for "peace in our time." The goal of the membership drive is 127,000 new Knights. Theme of the campaign is "Knights for Peace."

"Nor was she dismayed when her work was not understood or misunderstood. Her long and trying illness gave her a firsthand knowledge of what it is to live and work against long odds. She fashioned her writing style into a bludgeon against indifference. When you have to assume that your audience does not hold the same beliefs as you," she said, "then you have to make your vision apparent by shock—to the hard



FATHER BLUETT

U.S. Church's future efforts in radio and television. As assistant executive director of the new radio-TV office, Father Bluett is currently leading the search for a layman "who has gained the respect of the industry because of his knowledge and his record" to head the office.

Although the office will perform a variety of tasks—from coordinating the efforts of various religious broadcasters to perhaps eventually producing its own programs—Father Bluett sees its big mission as that of research—the kind of research that commercial broadcasters put into their programs—both before and after they go on the air.

One of the main reasons for the Church's television efforts at the present time is the lack of an effective feedback system," he said, adding that Bishop John A. Donovan of Detroit, episcopal chairman of the office, "wants me to travel, to get research projects going."

One of his hopes is that "all

On Stage for Vocations

Los Angeles — (NC) — Father Jose Mojica, O.F.M., stood relaxed and serene. Sound waves were crashing against the concrete of the theater's cellar, 30 feet below Broadway.

The Million Dollar Theater's pit band was rehearsing cha cha music for one of the acts in the show there.

Outside, the marquee bore the name "Fray Jose" in big letters. He was the star.

The band paused in mid-piece and started over. Father Jose led the way up a narrow iron stairway to his dressing room.

Now past 60, he is strikingly handsome, his hair almost completely white, his face strong and peaceful.

"I am on the road," he explained cordially motioning to an easy chair in the surprisingly trim dressing room. "Not as

This week's engagement at the Million Dollar is his first professional engagement here since he left Hollywood in 1937. In 1942, after renouncing his acting and singing career, he joined the Franciscans at Lima, Peru. He has been a priest for 18 years.

"For seven years I did not sing," Father Mojica recounted. "But I began again — for vocations."

His apostolate is late vocations, and he ranges the hemisphere in search of them. His contact with the people is the area in which he is gifted—the stage and, more recently, television.

"Most of my work now is in America. I sing, I give talks. In my show here I will make a few remarks about the joy of a life for God, about the happiness of a vocation to the religious life."

Men responding to his appeal include teachers, businessmen, lawyers — "even newspapermen," he smiled.

"Among these is a former bullfight critic for a Mexico City paper. Now he is one of the best preachers in Lima, Father Lavin."

In Ireland

Drogheda — (NC) — About 80 Catholic and Protestant clergymen from all parts of Ireland gathered here in an unofficial capacity to discuss common problems and to see how they could foster a spirit of ecumenism in Ireland.



Six Earn Eagle Awards

EAGLE SCOUT AWARDS were received by six scouts of Troop No. 332, Our Lady of Mercy parish, at a Court of Awards on Feb. 6. From left are Daniel Weidman, William Kraft, William Brophy, Gregory Font, Lawrence White and Thomas Collister.

No Change Seen On Birth Control

Washington — (NC) — A spokesman for the Office of Economic Opportunity said here it is no departure from previous policy for the agency to finance community programs in which unmarried women get birth control information.

Where the OEO draws and has drawn the line, the spokesman said, is at the use of federal funds to pay for contraceptives or drugs for the unmarried or for married women not living with their husbands.

He was commenting on remarks by OEO director Sargent Shriver in which Shriver noted that federal funds can be used for local programs in which birth control information is stippled to the unmarried.

"Anybody can receive information" on birth control under federally financed anti-poverty family planning programs, the spokesman stated.

Priest Jailed

Vienna — (RNS) — A Roman Catholic priest was sentenced by a Communist court in Hungary to a year's imprisonment for allegedly "agitating" against the state, according to Kathpress, the Austrian Catholic news agency.

CROSSWORD PUZZLE

ACROSS

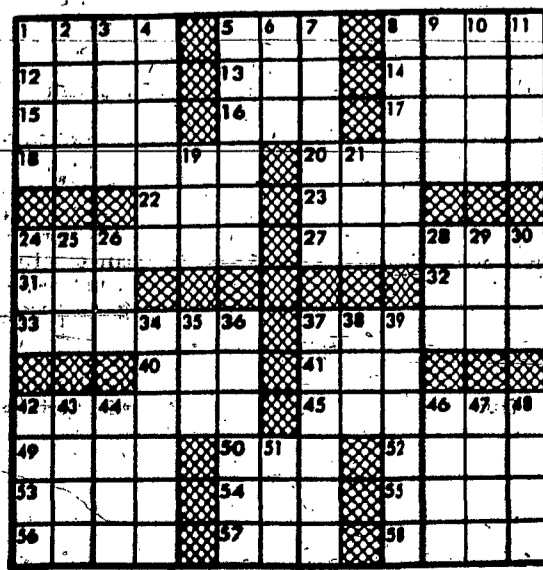
- 1-High
- 5-Posted for
- 8-Mixture
- 12-Genuis of
- 13-Hasten
- 14-Turns the sheltered side
- 15-TV personality
- 16-Exit
- 17-Spacious
- 18-Scout
- 20-Measuring devices
- 22-Compass point
- 23-Before
- 24-Whiskers
- 27-Conduct
- 31-Sea eagle
- 32-Pedal digit
- 33-Hang loosely
- 37-Spin
- 40-Chicken
- 41-Organ of hearing
- 42-Conceded
- 45-Concedes
- 49-Sound a horn
- 50-Guido's high note
- 52-Extremely terrible
- 53-Booby
- 54-Be ill
- 56-Lamb's pen name
- 58-Proposition
- 57-Female ruff
- 58-Clan

DOWN

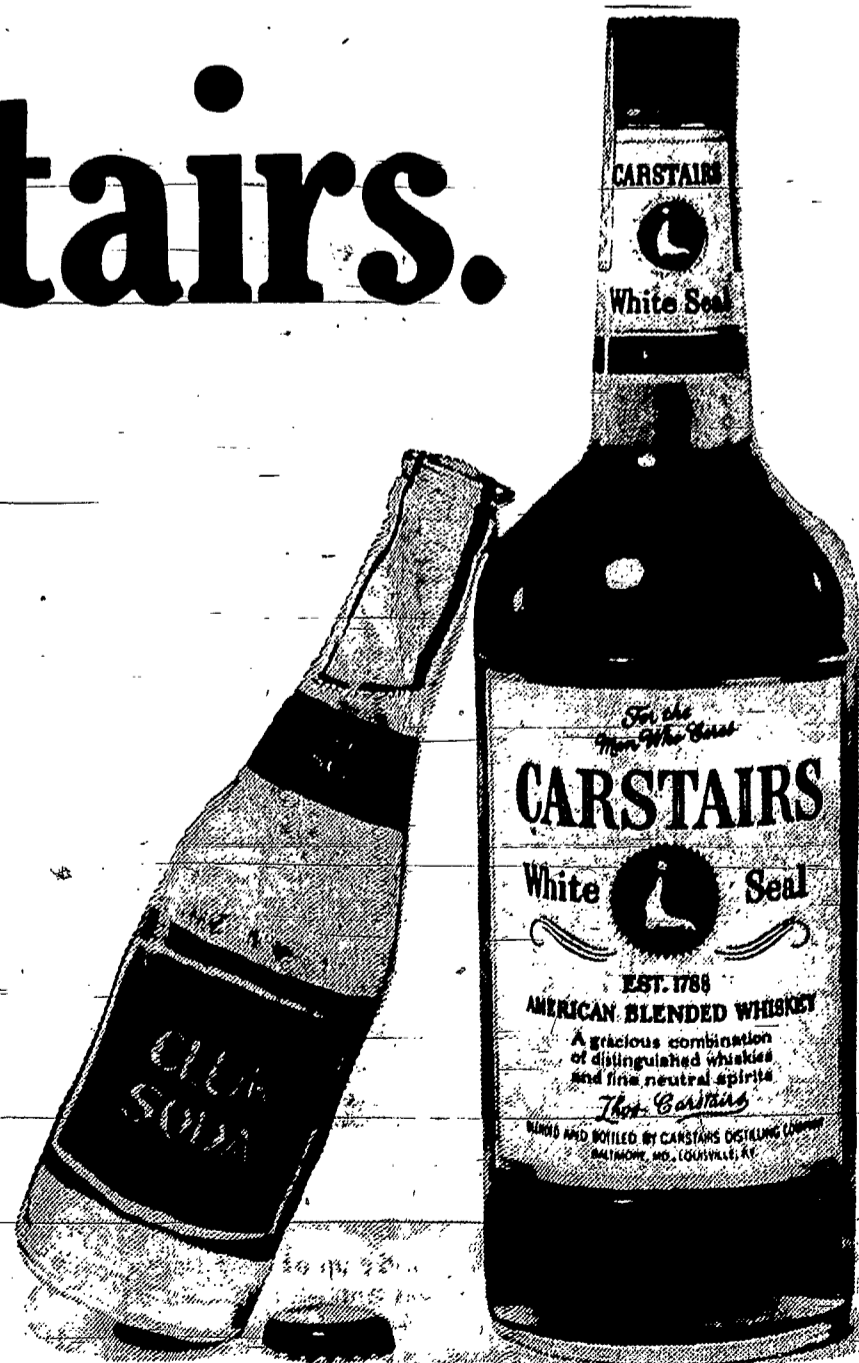
- 1-Covers
- 2-Turkish
- 3-Slender
- 4-Sligger
- 5-Fins
- 6-Ventilate
- 7-Abounded



SOLUTION
 38-Paddle
 39-Barbers
 42-Husband of Gudrun
 43-Sligger (slang)
 44-Underground part of plan
 46-River in Africa
 47-Journey
 48-Chair
 51-Falshood



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