### Your Letters Influence Programming

By PAT COSTA

So your opinion doesn't count when

comes to television. Right? Wrong! So, says the former secretary of a CBS executive. In fact, asserts Mrs. Mary Armstrong, girl Friday to Raiph Daniels, executive vice president of CBS television in California, "A show is sold on the basis of letters. If people bother to write, management listens. Not one letter is thrown into a wastebasket."

Mrs. Armstrong, who retired from her job recently to begin raising a family, has a number of other things to say on the subject

Perhaps most important is that too few letters from the public give the Nielsen ratings an influence that she believes is not representative.

She points out that in 15 years she herself was called once by the rating services and knows people who have never been called. This huge, unsampled group, she implies, are not being considered.

There is hope, however, she says:

"Just one or two letters may have" a great impact on the future of any kind of program."

Her advice when writing letters to stations, networks and sponsors; "Be honest, be personal, be positive, be specific; don't be bigoted; don't be clever or cute."

Group letters, she adds, have no impact at all. By this we probably can assume she means similar letters sent out by individuals in an organized

One letter signed by many individuals also has only a fraction of the influence that separate messages would have...

As a former reporter on a daily newspaper I can testify to the accuracy of Mrs. Armstrong's statements about communication management's concern with the reading, listening, viewing public.

In one conspicuous instance of the power of the letter-writing public, our newspaper reinstated a comic strip that had been dropped.

When a new daily television col-umn was introduced, the managing editor relayed the information that the publisher wanted to know the exact number of letters the column was pulling per week and their general content.

Phone calls to the city desk also helped the paper keep in touch with what the public was thinking and feeling. Letters, however, are much more persuasive, simply for their staying power as well as for their succinctness and thought-out arguments.

Television viewers would do well to remember the influence that sponsors hold over programs. Do you like (not like) a program? Then write to local station, national network and

How do you find the sponsor's address? I've been successful in getting complete names and addresses of companies by calling the information desk at the Rochester Public Library which in turn usually refers my call to its business department.



BOB WRIGHT

#### La Mancha **Scheduled**

The record-breaking phenomenal musical hit "Man of La Mancha," returns to the Auditorium Theater, by popular demand, for a one-week engagement beginning Monday evening, Dec. 29. There will be a (No Rating). R. special New Year's Eve performance on Wednesday, Dec. (Adults). M. 31. Matinees during the week will be on Wednesday and Sat-

Bob Wright will star in the dual role of Cervantes-Don Qui- (Yellow)" (Condemned). X. xote after playing them for more than a year at the Martin (General). G. Archbishop Sheen's Beck Theater in New York. Costarring with Wright are Maura Wagon" (Adults). M. K. Wedge as the fiery and lusty Aldonza; Sammy Smith as the Don's faithful servant companion Sancho Panza; Marvin Brody as the loveable Innkeeper and Dale Malone as the jo-

> The supporting cast is headed by Ian Sullivan, Nadine Lewis, Louis Hayden, Norman Riggins, Leanna Nelson, Christopher Milo, Ben Vargas, Victor Helou,

first to speak out against the with lyrics by Joe Darlon, includes such memorable song hits as "I, Don Quixote," "Dulcinea." and of course, the unment two years ago. And the forgettable and haunting mel-

duced by Albert W. Selden and sabbatical leave. in order to give a moral ex. Hal James. The choreography is ample to the world," Arch- by Jack Cole with scenery and lighting by Howard Bay. The direction of the entire produc-

## Parish Schedules

An Ecumenical Advent Service for Peace will be held on Sunday, Dec. 21 at 5:30 p.m. in

Members of neighboring congregations have been invited to oin in the festival.

Friends are invited to bring

#### "never, never an offensive HOME FOR CHRISTMAS Just \$100 builds a home for United Methodist Church, as

Checks may be sent to Father them and says that this is a Joseph Reinhart, Propagation of their children and enjoy resin. Here is only a moral the Faith, 50 Chestnut St., Roch- freshments in the parish hall

# For Return

vial Padre.

and Richard Reece.

The rich score by Mitch Leigh fical Gregorian University here,

tion is by Albert Marre.

## Peace Service

Our Lady of Mercy Parish, Armstrong Rd.

Readings will be presented by the Rev. Alfred B. Wangman, minister of Bethany Presbyterian Church; Rev. Barnard F. Howe, minister of Aldersgate

following the service.

### On David Frost Show

### Arbp. Sheen Discusses Church Changes

(NC News Service)

New York - Archbishop Fulton J. Sheen tackled a variety of controversial sub-- priestly celibacy, artificial birth control, war - and contributed a few of his popular with digressions in an appearance on a na-tionally syndicated television program.

At times the 74-year-old retired Bishop of Rochester, engaged in a verbal duel with his host, David Frost, controversial TV commentator. Unless pre-empted by the football game, the show will be broadcast here by Channel 13 (WOKR) on Christmas.

Archbishop Sheen, defended priestly celibacy and Pope Paul VI's stand against artificial birth control.

He sought to clarify his being unwilling to pay "the price" to gain a cardinal's hat, explaining he was met speaking of "an economic price," but "rather the price of violating charity."

Archbishop Sheen disclared ed he requested Pope Paul four times for permission to resign as bishop of Rochester. The resignation was not announced until Oct. 15.

Frost asked the archbishop if he had any regrets and the ready reply was: "I regret all failures, I regret all failures, I regret things that I would like to have done, but wasn't enabled to do."

Frost began the exchange regarding cellbacy this way: The question always arises, obviously, with some one who has chosen celibacy as a way. of life — do you ever regret never having known the love of a woman, in fact?"

Archbishop Sheen replied: "No-no, no. Because, after celibacy does become ex-tremely difficult."

The archbishop continued: "And the root of all celibacy love God, I want to serve Him. And the moment I fall away from that, then it be-

Frost opened the control topic by a lift someone came to vou in confession and said they were devout believers. and so on, but that on grounds of conscience they'd examine this, and they felt there was nothing wrong in

using contraceptives, let's say

# TV Movie Ratings

Ratings are those given by the former Legion of Decency. now the National Catholic Office for Motion Pictures, when films were originally shown. A-1; morally unobjectionable for adults and adolescents; A-3; morally unobjectionable for adults and adolescents; A-3; morally unobjectionable for adults; A-4; morally unobjectionable for adults, with reservations; B; morally objectionable in part for all; C; condemned. No Rating; film has not been reviewed by the National Catholic Office for Motion Pictures (formerly the Legion National Catholic Office for Motion Pictures (formerly the Lexion of Decency). N.B. Before A-3 classification was established. A-2 indicated morally unobjectionable for adults.

Movie listings supplied through the courtesy of TV Guide Magazine

Week of Fri., Dec. 19 thru Thurs., Dec. 25 Rating

Channel

Friday, December 19

Season of Passion 10:00 a.m. 8:30 p.m. Traveler Without Luggage

9:00 p.m. Seven Brides for Seven Brothers A Child Is Waiting 11:30 p.m.

Saturday, December 20

40 Pounds of Trouble 3:00 p.m. 7:30 p.m. A Christmas Carol Pocketful of Miracles

9:00 p.m.

The Devil at 4 O'Clock 11:15 p.m.

11:30 p.m. 11:45 p.m.

The Wings of Eagles Fraulein

Sunday, December 21

1:45 p.m. 2:00 p.m.

4:30 p.m. 7:30 p.m. 9:00 p.m.

The Busy Body Babes in Toyland Duel of the Titans Arsenic and Old Lace 11:15 p.m. 11:25 p.m. Calloway Went Thataway

> Monday, December 22 The Notorious Landlady Part 1

> > White Christmas

So Big

The Snow Queen

Helen of Troy

1001 Arabian Nights

The Notorious Landlady Part 2

10:30 a.m. 9:00 p.m. 11:30 p.m.

The Glass Menagerie Pete Kelly's Blues Tuesday, December 23

8:30 p.m.

13 Honeymoon With a Stranger 8:30 p.m. 11:30 p.m. 13

Wednesday, December 24 10:30 a.m.

13 The River's Edge 12:00 p.m. 13 Francis of Assisi Thursday, Deember 25

4:30 p.m. 8 The 7th Voyage of Sinbad 7:00 p.m. 21 A Christmas Carol 9:00 p.m. 10 The Swan 11:30 p.m. 13 Desk Set

all, remember, one is not to think one is without love. This would be a great mis-take. There are higher loves. And if that did not exist, celibacy would, be impossible. And just as soon as one falls away from that higher love,

comes very difficult."

No Rating

No Rating

A·1

23 51

No Rating

guish, Believe me, this is a question of anguish.

there are cases that tear your heart out, and concessions are made to these people. No one ever lays the finger on guide. This is the ideal. This ester, N.Y. 14604.

#### go on - intended to go on doing that, theye were satisfied in their own consciences, what would you say to them?"

Archbishop Sheen emphasized that Pope Paul in his Humanae Vitae encyclical never mentioned the pill. He continued: "He held for a continuity, and so do I, for a continuity of love and life, that there will be no deliberate, mechanical frustration of the transmission of love

the pill, and they wanted to

and life." When a farmer plants a seed, it does not seem right for him to dig it up once he plants it, Archbishop Sheen

Archbishop Sheen said "mechanical frustration" in married sexual relations "is the destruction of something that was planted, and some-

thing that was given." Frost pressed for answers to questions in cases where couples use birth control methods because they do not want to have another child or dare not risk another child. He asked "What do you say to those people, cease make"

ing love?" "I say to them, "I am still convinced that this is not right, but under the circumstances you must trust in the mercy of God. And you continue to make love," Archbishop Sheen said. Pressed by Frost, the archbishop said his advice would extend to the continuance "with birth

"Yes, with birth control," Archbishop Sheen continued. "Now you see, you are—here you're getting down to the concrete case of human an-

"And we must admit that

## New York Address

The Courier-Journal last week received requests for the address of Archbishop Sheen, His address is:

Most Rev. Fulton J. Sheen, D.D. 205 East 78th St.

New York City, N.Y. 10021

is the law. Not all of us keep Frost recalled that Archbishop Sheen was one of the

war in Vietnam. "Well I did make a state-What I said two years ago was, I wished that we would withdraw unilaterally,

bishop Sheen said. Frost asked what the archbishop would advise today. Archbishop Sheen said it must be remembered President Nixon knows "a thousand things about the international situation and the war in Vietnam which we do not know." He called for trust in the President's statement that he will withdraw U.S. forces as rapidly as pos-

Archbishop Sheen said a "Christian war is never jus-

a leper once he has been cured well as by priests of Our Lady of his disease.

tified." He said a secular war may be necessary in defense of country and citizens, but

# come dine with us

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dolly from 11::00 a.m. Phone 454-6726. HAME



Here is a list of motion pic-tures currently playing in Rochester area theaters and the ratings given them by the Na-tional Catholic Office of Moion Pictures.

With the Catholic Office ratings we include the ratings of the Motion Picture Association: G, general M mature sudiences: E, restricted (persons ander 16 admitted only when accompanied by parents of adult guardian; I persons under 16 not admitted.

Cinema—"Midnight Cowboy" Adults, with reservations). Coronet Mae West Festival (No overall rating).

Fine Arts — "Easy Rider" (Adults, with reservations). R. Loew's—"Butch Cassidy and the Sundance Kid" (Adults). M. Little - "Alice's Restaurant" (Adults). R.

Monroe - "Hello Dolly" (No

Rating). Panorama - "Goodbye, Mr. Chips" (General). G.

Paramount—"Once You Kiss A Stranger" (Adults). M. Riviera - "John and Mary" Regent - "Downhill Racer"

Stoneridge — "On Her Ma-'jesty's Secret Service" (No Rating), M. Studio 2-"I Am Curious

Towne I - "Paint Your Towne II - "The Sterile Cuckoo" (Adults, with reserva-

Stutson - "Battle of Britain"

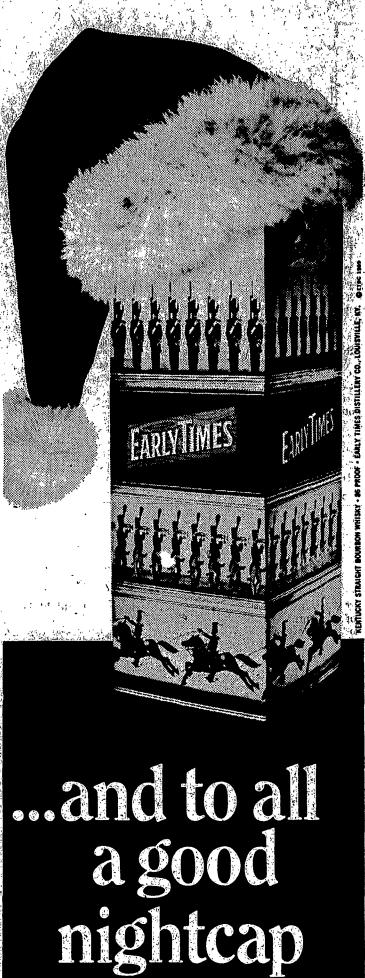
Waring — "Take The Money and Run" (Adults). M.

#### **Baptist Lectures** At Gregorian U.

Rome (RNS)—A leading Bap-Kenneth Novarro, Sheila Doyle tist theologian and scholar became the second American Protestant to lecture at the Pontiteaching a seminar on "Baptism"

Dr. Dale Moody, professor of systematic theology at Southern statement that I made two ody "The Impossible Dream Baptist Theological Seminary, years ago is not applicable (The Quest)."

Louisville, Ky, was invited by Louisville, Ky., was invited by Catholic officials in Rome to "Man of La Mancha" is pro- teach during his current year of



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oung and homeless, may have hope to build a future.

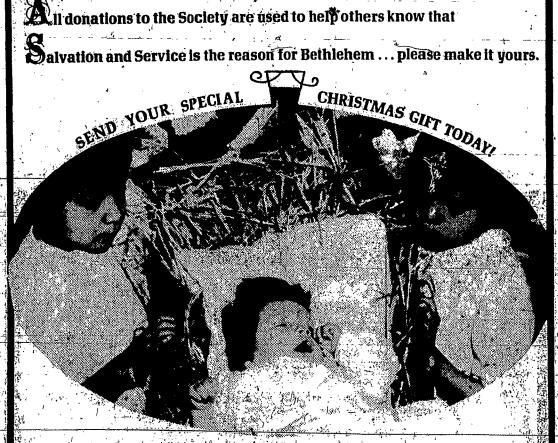
**Catechists** must be trained to return to teach their people.

ospitals, medicines, clinics are needed for the unhalped sick. eligious houses are needed for native vocations to survive.

**X**lliterate children must have the chance of education.

Chools for learning a trade are greatly needed o provide the means for people to develop themselves. Over all,

alnutrition is the life struggle for 2/3rds of our world.



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21P

Dear Ed, It's hard to sa not people will ev moon, but I am take religion with do move to the 1 tronauts have al

By FATHER

Dear Father,

When people s the moon will the

with them or wil

Even the most ple have had som rifice and some k of a Supreme Be be hard to visuali lized people not the true God. The more we the moon and pla we will realize to author, of all c

Only now are we discover what G the beginning, these discoveries ple closer to the an all Good and God. To see how about the moon a the following lett Dear Father, Recently, in paper, I read an tronauts praying

from "engaging i tivities." Even atheisis some God. How live without a Su Who do they co problems? Who when no one will interest?

Mrs. Madalyn l

wants to preve

I say let astr while in space. really up to Him made a successful Brayer is the o really seems righ Thank you for l

O'Hairs had the sense that you h would be a mucl to live in.

Dear Karen,

If all the Ma

Dear Father, I have been goi derful guy for ab I'll soon be 17, s We've had a lot and we've had derstandings.

Before Butch

dating, I had

which were no

mother has decid up. He's in the s thinks I should go fun. Butch and I ar an engagement mas, but we won until we both ha home. (My moth that we won't g

soon as I gradu:

are all for us. My mother kno we love each other won't let us alor a Catholic, but he change for me. can't my mothe stand us and our other? We're wa wedding because wouldn't consent after high school.

LIFE

6% TO accor

io loss 

strict custi