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Interfaith Group Uses 'Hard Sell' for Religious Careers

By ROBERT TRACY
(NC News Service)

Chicago — Big business advertising techniques are being used by a new interfaith corporation to sell religious careers to high school and college students.

The Interfaith Committee for Religious Careers (ICRC) noted that "there is a current crisis in religious careers which has produced a critical shortage of priests, ministers and rabbis."

Four ICRC spokesmen, representing Judaism, Protestantism, Catholicism and advertising, agreed that "the hard sell" approach may be the best answer to interesting more young adults in religious careers.

"The Church is important to the marketplace," said Walter S. Meyers, president of National Advertising Co., 3-M Corp., and a Protestant businessman.

Asked if "marketplace" terminology was appropriate to a religious endeavor, he and other spokesmen agree that its meaning was not restricted to business and finance but, instead, to the total technological society.

Types of mass media techniques to be used include:

Sixty- and 30-second clips for TV and radio; 10-second TV slide presentations; posters for college bulletin boards; layouts in regional issues of national magazines.

Newspaper advertising coupled

with possible periodic story releases aimed at Chicago and youth generally, but high school and college students specifically.

The ICRC venture, 18 months in the planning, has been officially operative for about a week. It is a non-profit corporate pilot program and, if the Chicago campaign is successful, the group plans to extend it nationally in 1971.

Volunteered free advertising time and space slots, plus donated services have kept material and operational costs at a low level.

Dr. G. Douglass Lewis, director of the National Cooperative Enrollment Project, National Council of Churches, said the campaign would have cost

\$200,000 if corporate groups in the mass media industry had not endorsed it.

The actual cost, he said, will be only \$25,000. Half of that sum has been given by agencies of the three faiths. The remainder has been put up by the W. Clement Stone Foundation.

Rabbi Moreca Simon, executive director of the Chicago Board of Rabbis, said a new breed of clergyman will be needed to serve effectively in the '70s.

Tomorrow's priest, minister and rabbi, he said, will serve in such experimental ministries as working with slum dwellers; countering drug addiction; serving the sick, lonely and mentally disturbed in institu-

tions; working with youth as a college chaplain and instructor.

However, the need for rabbis to serve as spiritual leaders and advisers to urban congregations remains critical, Rabbi Simon said. And, he added, 12% of the U.S. Jewish congregations do not have a rabbi.

Dr. Lewis noted a similar "drastic decline in those wishing to serve the Protestant parish ministry."

He said a recent survey of seminarians revealed that 68% of them saw themselves serving in such a capacity immediately after graduation, but only 33 per cent saw themselves doing it on a continuing basis.

Father J. Edward Duggan, director of vocations, Chicago archdiocese,

and a member of the National Diocesan Vocations Council Board, said the number of seminarians enrolled at a high school level in the '68-'69 school year reflected a decline of 34 per cent during the previous two years, while enrollment at major seminaries represented a decline of 20 per cent in the same period.

However, Father Duggan also pointed out, "we are not getting a weaker type of student at the college and theological study level."

He also said that according to a National Vocations Directors' report, the '69-'70 high school freshman class, on the average, has leveled off to a 5 per cent decline in enrollment from last year. This represents a 15 per cent recovery from two years ago.

Catholic Schools

Pupil Rolls Show Drop

The serious financial plight of Catholic education in New York State is underscored dramatically by enrollment figures released this week which showed a decline of more than 90,000 students in the last five years.

Evidence that the need for fiscal assistance must be forthcoming soon or many classrooms will be sealed off is contained in the accelerating increase in the rate of decline in enrollment.

The figures show that enrollment in Rochester diocesan schools has dropped 21.72 per cent since the 1964-'65 year. There are 44,740 pupils enrolled in this diocese this year as against 47,973 in 1968-'69, a one-year decline of 3,233.

In the 1965-'66 school year, the first in which there was a noticeable decline in enrollments, the numbers of students in these Catholic schools dropped off by 0.63 per cent.

In the 1969-'70 school year, the percentage drop in enrollment from the year before had increased by almost four-fold to 4.36 per cent.

Enrollments in elementary and secondary Catholic schools in New York State dropped by 90,726 between the 1964-'65 school year to the current 1969-'70 school year.

The decline in enrollments over this six-year period showed a percentage decrease of 11.36 per cent.

In 1964-'65 the total enrollment in the Catholic schools in the State was 798,440, as compared to its present student attendance of 707,714.

Catholic educators have warned that the worsening financial situation of their schools has brought about the decline. And, they say, it will get more severe soon. The sharp decline and the accelerating rate of decline in enrollments over each of the last five years point up their warning.



FEATURED AT UNITY SERVICE—St. Monica's Folk Group, under direction of Sister Judith Ann, SSJ, music teacher at St. Monica's School, Rochester, was among singing groups at ecumenical Christian Unity service Jan. 18 in St. Augustine's Church, sponsored by the Southwest Ecumenical Ministry.

15 Churches Plan Joint Action

In a dramatic ceremony symbolic of Christian unity, representatives of 15 churches in northwest Rochester will sign a "covenant" for united community action during a unity service at 3:30 p.m. Sunday, Jan. 25, in Sacred Heart Cathedral.

Bishop Hogan will speak before the signing.

The "covenant" is a statement of purpose by the Northwest Ecumenical Mission to which the 15 churches belong.

Sunday's service will be one of

several area observances of the Christian Unity Octave, Jan. 18-25.

Representatives of 12 congregations actively involved in the city's Southwest Ecumenical Ministry conducted a unity service Sunday afternoon, Jan. 18, in St. Augustine's Church. Priests and ministers in the area had exchanged church pulpits on the previous Sunday.

Two large banners hanging on the sanctuary wall on each side of the main altar expressed the theme of the service in St. Augustine's: "Many Members—Yet We Form One Body," and "Lend a Hand—Help Your Neighbor."

Highlighting the program were meditations by Father Edward Tolster, pastor of St. Augustine's, and the Rev. Bruce Tucker of Westminster Presbyterian Church; a slide presentation showing churches and agency buildings in the neighborhood; a dramatic reading by five pupils from Our Lady of Good Council School, and hymns by the St. Monica Folk Group and the Emmanuel Lutheran Church and Trinity Methodist Church choirs. A "coffee hour" followed in St. Augustine's School.

Co-chairman of the Northwest Ecumenical Mission clergy committee are Father John S. Hayes, rector of Sacred Heart Cathedral, and the Rev. Charles E. Taylor, senior pastor of Dewey Avenue Presbyterian Church.

"Our primary concern," they announced, "is with the church's mis-

sion to the neighborhoods." The covenant to be signed Sunday proposes that church members:

"Study the needs of the community . . . plan and implement mission projects of healing, reconciliation and renewal in relation to those human needs . . .

"Effect cooperation among churches in various ways, doing things better together that cannot be done separately, or that can be done better jointly."

(Continued on Page 2)

'No Revenge' Pledge Hailed by Pope Paul

VATICAN CITY — (RNS) — Pope Paul VI has hailed the assurances given by the Nigerian government that "violence and revenge against unarmed and needy peoples will be prevented."

Addressing pilgrims gathered in St. Peter's Square for his customary mid-day blessing, the Pope said:

"We wish to draw your attention to Nigeria where civil war has ended. We are happy to announce some good news which we have received. As we said last week, the responsible government authorities in Nigeria have given clear assurances that violence and revenge against unarmed and needy peoples will be prevented."

The Pope added that he had also been given information that "care has been taken to assure these people of

the asked for assistance, especially by the efforts of the (Nigerian) federal authorities."

Observers in Rome considered the Pope's remarks on the Nigerian-Biafran situation as an effort to pacify Nigerian leaders who were greatly incensed by the pontiff's reference on Jan. 11 to the "fear that torments public opinion," that "the victory of arms may carry with it the killing of innumerable people. There are those who actually fear a kind of genocide."

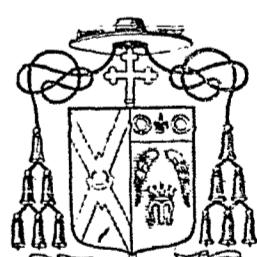
On Jan. 18, Anthony Enaboro, Chief of the Information and Labor Bureau in the Nigerian government, termed the Pope's statements as "so inaccurate, that the confidence of many Nigerians in his judgment on other matters is likely to be severely shaken."

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Diocesan Appointments

Father John K. Wheaton, to chaplain of the Congregation of Our Lady of the Retreat in the Cenacle, East Avenue, Rochester, from pastor, St. Paul of the Cross Church, Honeoye Falls.

Father Michael C. Hogan, to pastor, St. Paul of the Cross Church, Honeoye Falls, from administrator of that church.

World Meeting of Priests Considered

We'll Act Under Robert's "Rules of Order" or Something'

Greensburg, Pa. — (RNS) — John Cardinal Wright has confirmed that some serious thought has been given to a worldwide meeting of priests for next year.

However, the prefect of the Sacred Congregation for the Clergy admitted that there are some tremendous problems connected with a gathering of such magnitude.

Cardinal Wright said that the proposed meeting envisioned an attendance of about 600 priests. He said that the agenda would be worked out by a commission in which each bishops' conference would designate its spokesman.

"The broad thinking has begun," he added, "but a load of work has to be done before we have anything worth submitting for approval. We shall act with humor, patience, maximum inclusiveness consistent with the Gospels, the Epistles, the consequent Faith and Robert's 'Rules of Order,' or something of the sort."

When asked what he thought of the problems of the priests, the former Bishop of Pittsburgh claimed

that they differed "from continent to continent, country to country, one part of the nation to the other. There is not a single problem that could be called 'across the board,' unless it be summed up in the word 'frustration.'"

However, he claimed that most maintained that the problems of the clergy are secondary to those of the Church and the people.

"I did not agree with those who said, somewhat noisily and very far from the mark, that such problems

Cardinal McIntyre Retires

Washington — (NC) — James Francis Cardinal McIntyre, 83, has resigned as archbishop of Los Angeles, Archbishop Luigi Raimondi, Apostolic Delegate in the United States, announced here.

Pope Paul "has acquiesced in this desire with grateful appreciation for the 22 years of zealous service to God of His Eminence in the archdiocese of Los Angeles," the Apostolic Delegate added.

were, if not among the most serious in the Church, at least the ones to be faced first.

"I thought dozens of problems more serious and so do most priests: poverty, sin, war and peace, heresy, the confusion among the people of God, discrimination, the indifference or ignorance of all these by prelates, priests and laity, the complicity of priests and people in the fairly general contempt for life, the haziness about Christ, His claims, His place in our lives."

With the resignation of Cardinal McIntyre, the archdiocese of Los Angeles is entrusted to the Most Rev. Timothy Manning, who has been serving as coadjutor archbishop with the right of succession.

Cardinal McIntyre has been a priest for 48 years, a bishop for 29 years, an archbishop for 23 years, and a cardinal 17 years. He has served the Church on both seaboards of the United States.

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Pope Paul VI meets with Msgr. Jean Rhodain, director of Caritas International. (Religious News Service)