

# Your Favorites, Page 1 and Bishop's Column

Continued from Page 3  
heard as well as providing a check on the main mail survey.

The survey was conducted by the Rockville Diocesan Centre Office of Research and Planning, Sister Helen Butler, OP, of that office, directed it.

All of the features and columns in the newspaper were surveyed. Readers were asked to rate them excellent, good, fair, poor, no opinion or do not read.

Sister Butler said that a yardstick that works in measuring the statistics is to combine the excellent and good as favorable, the fair and poor as unfavorable. It should be remembered in checking the "do not read" figures that not all features and columns are expected to be read by all readers, that some appeal to certain segments of the readership. Sports is one example.

Sixty-six per cent of the random mail total find Page 1 either excellent or good. This is the total of all those surveyed via mail. Among the sub-categories in the mail survey, Page 1 ranks highest among the random circulation surveys (66 per cent) and lowest among direct subscribers (54 per cent). Fourteen per cent of the total is unfavorable.

The next most favorable listing among readers is the centerfold. Sixty-one per cent find it either

excellent or good and only 11 per cent react unfavorably. The highest figure here came from direct subscribers, 67 per cent who are favorable and only 3 per cent unfavorable.

Editorials were next strongest in favor with the readership. Fifty-six per cent find them either excellent or good and 18 per cent fair or poor. Priests give the lowest rating, 40 per cent favorable to 30 per cent unfavorable, while parish council presidents give the highest, 62 per cent to 21 per cent.

Among other highly rated features are Letters to the Editor and the Sullivan cartoon. Since they appear on the same page as the editorials, it would indicate that the editorial page is one of the most read and favored pages in the Courier-Journal.

Regional News Reports did not do as well as hoped, 39 per cent favorable to 23 per cent unfavorable. The reports had been grouped on one page and perhaps since the bulk of the readership is in populous Monroe County those readers have been skipping the regional page.

Thus we have discontinued the page, and regional news will be spread throughout the newspaper, giving it more of an opportunity to be seen by all in the diocese.

Features that fared poorly in comparison to other results are

Good News on the Air and the Crossword Puzzle.

Fifty-nine per cent of the readership rate Bishop Hogan's column favorably, the highest total among columnists. Of that figure, 28 per cent rate it excellent and 31 per cent good. In the various categories, parish council presidents give the column its highest ranking, 77 per cent favorable.

Following Bishop Hogan in popularity were Father Louis Hohman (The Open Window) and Father Albert Shamon (Word for Sunday) both of whom received 49 per cent favorable ratings.

Other priest-columnists also fared well. Father Henry Atwell (Toward Tomorrow) 48 per cent, Father Andrew Greeley (Church Today) 47 per cent, Father Paul Cuddy (On the Right Side) 43 per cent.

In all cases, columnists drew higher favorable responses among those who answered the in-newspaper survey than among those surveyed via mail.

As a group the lay columnists did not rate as highly as the clerics, perhaps because their columns are more concerned with specific areas whereas the clerics' columns are general in nature.

Drawing the highest favorable

response among the lay columnists are Sarah Child and Pat Costa, each getting 33 per cent favorable. Child may be a case in point, whereas her general favorable response was 33 per cent, only 9 per cent of the priests found it excellent or good, probably because the content, family life, is not directed to priests. Meanwhile, 42 per cent of the circulation sampling (every 14th name) find the column favorable.

The same reasoning would seem to hold true with sports columnists whose comparatively lower ratings may tie in with poor readership among youth. This jives with findings in other areas of the survey which indicate that youth readership in the Courier is poor.

For instance, fewer young people answered the survey than in any other age category. The survey also included a section for

comments (which will be the subject of a later report in these pages) and many readers used the opportunity to voice opinions that youth coverage should be expanded. The paper will concentrate on that area in direct response to the survey.

It should be noted that Nancy Murphy's Life, Liberty and Law column received only 26 per cent favorable but the column was new in the newspaper at the time of the survey and readers probably had not had the chance to be familiar with it.

The Crossword has been dropped and Bernard Lyons (Our Parish Council) has discontinued his column. It received generally low ratings although it did well among parish council presidents (48 per cent), as might be expected.

Explanations of the survey to readers will be continued.

## Bishop to Celebrate Thanksgiving Mass

Bishop Joseph L. Hogan will celebrate a special Thanksgiving Mass at St. Michael's Church at 9:30 a.m. on Thanksgiving Day, Thursday, Nov. 28.

The gifts, blessed during the Mass and redistributed at random after Communion.

The diocesan liturgy office which is planning the event has also asked that Wednesday, Nov. 27 be considered a day of fast, with the money which ordinarily would be spent on a day's meals, be given to programs relieving world hunger.

The theme of the Mass is Bread for the Life of the World and each person or family attending is invited to bring bread, which will be included in the presentation of

# COURIER SURVEY REPORT

11. For the following Courier Departments choose the one response that comes closest to your evaluation of each. A. Excellent. B. Good. C. Fair. D. Poor. E. No Opinion. F. Do Not read.

BLACK Favorable											RED Unfavorable																																
FEATURES																						COLUMNISTS																					
0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%																						0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%																					
Page One	██████████																				Toward Tomorrow	██████████																					
Business in the Diocese	██████████																				Fr. Henry Atwell	██████████																					
Vatican News	██████████																				In this Corner	██████████																					
Classified Ads	██████████																				George Beahon	██████████																					
Editorials	██████████																				All in the Family	██████████																					
Letters to the Editor	██████████																				Sarah Child	██████████																					
Sullivan Cartoon	██████████																				On the Line	██████████																					
Centerfold	██████████																				Bob Considine	██████████																					
Courier Calendar	██████████																				As I See It	██████████																					
Good News On the Air	██████████																				Pat Costa	██████████																					
Movies in Brief	██████████																				On the Right Side	██████████																					
At Home With the Movies	██████████																				Fr. Paul Cuddy	██████████																					
Regional News Reports	██████████																				Scholastic Notebook	██████████																					
Bishops Public Appointments	██████████																				John Doser	██████████																					
Crossword	██████████																				Church Today	██████████																					
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