

Courier Survey Report

Summing Up: Readers Want Some Changes

By CARMEN VIGLUCCI

* What do you want to know?

* Why?

* What are you going to do with the information?

* When the Courier-Journal began discussions with Sister Helen Butler, OP, of the Rockville Centre Office of Research and Planning, she said that those three questions are the key to a successful survey. Without them, any such undertaking would be useless.

So before the survey was started we decided that:

* We wanted to find what our readers thought of their diocesan newspaper.

* We wanted to know so that we could better evaluate our performance and product.

* And we would make changes to improve this newspaper in our readers' eyes.

We already have instituted some changes. We have added a Table of Contents which will be on Page 2 every week. Our readers said they needed this key to find easily their favorite columnists and features.

We have dropped the Regional Page designation and news from throughout the diocese will be scattered throughout the newspaper.

* We have changed column headings, providing photos of our various columnists. Readers felt that seeing the writers provides an extra dimension of communication.

* We will be expanding the newspaper. For instance, we feel that the survey showed that many of our readers want more national and international news of the church. We will add a page to provide such coverage.

The survey also indicated that we must improve our youth coverage. We will shortly institute special coverage and features concerning youth and provide added space for the purpose.

Much of the information for such analysis comes from the survey questions themselves and these were confirmed by the comments listed in the space provided at the end of the survey. While readers offered a wide range of criticism and comment, most often they suggested more national and international news and greater attention to youth.

So while the survey showed that there is strong readership of the Courier, it also showed that our readers are interested and discerning. We will continue to try to serve them and keep their diocesan newspaper worthy of their readership.

When the survey was begun, the Courier-Journal staff decided to publish all the results in the newspaper. Some of the questions were intended strictly for our use but we want to share the findings in courtesy to all those readers who participated.

For instance, we asked, "In comparison to other newspapers, do you consider the advertising in the Courier-Journal to be more believable, less believable, the same as other newspapers?"

The great majority (75 per cent) feel that it is the same as other

newspapers. Seventeen per cent feel it is more believable and 2 per cent less believable.

Another question asked the age of the respondents and from this we learned that 64 per cent of our readers are between the ages of 31 and 60. We also found that the age group with the fewest respondents was from 14 to 20, which would indicate that readership in that bracket was low. However, Sister Butler pointed out that youngsters generally do not answer such surveys, that parents do. Still, in combination with other survey findings, this result would seem to call for more youth coverage.

Another question showed that 53 per cent of those in the mail survey (all priests and religious were included here) are college graduates. In the companion in-newspaper survey, 38 per cent of the respondents completed college.

Sixty-four per cent of those answering live in Monroe County, which roughly equals the total circulation breakdown.

The Courier-Journal is supposed to be delivered on Wednesday but since we had received complaints that some were getting it later we asked what day it is delivered. Here, 18 per cent said they get it Thursday and 4 per cent even later. We hope that by working through the Postal Service this delivery will be improved.

Fr. Langworthy

Continued from Page 1

Hornell, St. Patrick, Mt. Morris and in the Newman Apostolate at Cornell University. In July, 1967, he became pastor of Holy Angels, Nunda, and Holy Name, Groveland.

Surviving besides his mother, Mrs. Kathryn Langworthy, are a brother, Robert, aunts and an uncle, Ann, Evelyn and George Cassidy, a niece and two nephews, Mary Kathryn, John and Jerry Langworthy, and several cousins.

Bishop to Be On Meath Show Thanksgiving

Bishop Joseph L. Hogan will be the guest on the Eddie Meath television show at 8 a.m. Thanksgiving, Thursday, Nov. 28. Bishop Hogan will talk on world hunger on the Meath show shown on WHEK-TV, Channel 10.

PARISH COUNCIL

Bath — The Parish Council meets at St. Mary's tonight, Nov. 20 at 7:30 p.m.

Beahon	18	Doser	18
Bishop Hogan	3	Editorials	4
Calendar	17	Frances	5
Capitol Letters	22	Greeley	8
Child	10	Hohman	23
Classified	22	Letters	4
Costa	19	Movies	19
Cuddy	21	Murphy	9
		Shamon	16

Neediest Cases

Continued from Page 1

disrupted her life. Catholic Family Center has provided emotional support during some of these very trying times. She is eager to work, but unable to at this time. She is grateful for the financial assistance she receives from the Monroe County Department of Social Services, but an extra contribution at Christmas would help immensely.

27. Jimmy is a severely handicapped 2-year-old child who is receiving excellent care in a Catholic Family Center foster home where he is loved very much. Special equipment is needed to help make Jimmy more comfortable, and to help the foster family provide the therapy Jimmy needs. Financial contributions would help to pay for this special equipment.

28. Nancy is 19 and has a two-month-old child. She worked until shortly before Anne was born. She has been receiving help from welfare but has recently returned to work part-time. She is very proud and does not like to ask for help, but is most gracious when it is given. She and Anne live in a neat, small apartment. It is a hard struggle for her alone, on a tight budget.

29. The K. family is receiving Social Security and welfare assistance because Mr. K. died four years ago. He was a hard working man who labored at construction to provide for his wife and nine children. The children are ages six to 17 now. Since his death, Mrs. K. has had a very bad back which gives her considerable pain and periodic disability. Their limited income barely covers their needs and does not allow for extras. The family washing machine is in very poor condition and they must go to the laundromat several times a week. They are always in need of extra household items. The generous contributions of the community to the Christmas fund would help to brighten their Christmas day.

The J's have four children. 30. Mr. J. works hard but seems to make just a little above welfare standards. However, he has overcome a serious drinking problem which had lasted for over three years. A good portion of their income is spent on medication and doctor's bills. Mrs. J. is a diabetic and has poor vision. One of the children has cerebral palsy. In spite of their problems of health and finances, they are a close family and maintain a cheerful attitude. They are most grateful for any help they receive.

31. Mr. & Mrs. C. are in their early 50s. Their son from Florida has over the years visited them but always managed to abandon one or more children at each visit. Presently Mr. & Mrs. C. have five grandchildren to care for: three boys ages 7, 8, and 9, all of whom are small for their ages; two girls ages 5 and 10. The son never contributes to the upkeep of the children. Mr. & Mrs. C. live on and work out an existence on a small farm, enough to care for themselves, but their material means are stretched to the utmost limit.

32. Mr. & Mrs. P. and their nine children live in a rural area. Last spring their home was

completely destroyed by fire. Since they own the land, they are rebuilding, but have received little help either financially or in manpower. Mr. P. works on his home after work and weekends. Mr. P. has a steady job but the wages are not that great. The family tries to supplement the income by raising chickens and cows.

33. Mr. & Mrs. B. live in a rural area. Mr. B. has been a farmer all his life, he has a bleeding ulcer, his wife is badly in need of dental work and medical care. They are buying their home on a land contract but may lose it despite the fact that he has "remodeled" it on his own by replacing walls, flooring, etc. They have four children ranging in age from 9 to 16.

34. Mr. & Mrs. McC. have nine children. Mr. McC. is very crippled and presently rather discouraged for he is unable to work due to a back injury. Mr. and Mrs. McC. manage to keep the family together on his compensation check and the help of food stamps.

35. Mrs. C. and her five children manage to meet essential needs through the help of their public assistance check. Husband left the home a year ago. The children range from 2 years to 16.

36. Mr. and Mrs. G. have nine children. Mr. G. was employed until a heart attack. He has been disabled since his operation. Disability and welfare are the only income. Gifts for the two younger children, ages 1 and

2; food for the family would help make their Christmas happy!

37. Mrs. M. an elderly woman, lives alone and gets by her expenses through good management of her Supplemental Security Income check. She isn't very mobile and therefore must send out for her groceries and other needs. She is a fine woman and could use a gift at Christmas time.

38. Mrs. L. is an elderly widow who lives alone. She manages quite well on her Social Security check to meet her monthly bills, but she has scarcely anything left for clothing.

39. Mrs. C. works very hard to provide for herself and her five children. Mr. C. erratically offers assistance; Mrs. C. babysits to increase the income. One child has brain damage from birth; another has had to have continual expensive medication; recently one developed a bone infection which required hospital and medical care.

40. Frances is a young mother with a month-old baby. Bad times came shortly after the baby was born in terms of ill health for the mother. Mother does have all the necessary baby items currently needed but will be needing things as the baby gets older. Also, finances are very tight now and a few extra dollars might mean a merrier Christmas!

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