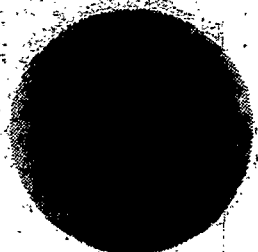


AS I SEE IT



Pat Costa

Many years ago Madison Avenue discovered that while commercials that were annoying in tone and content brought lots of viewer complaints they did not harm the saleability of the products they exploited. If anything the particular item (Charmin bathroom tissue is the prime example) sold better than ever before, outclassing all its competitors.

In recent years public television stations around the country constantly faced with the problem of funding and depending in good part on the generous donations of viewers hooked by quality programming, have tried the same method. Supposedly it works.

In one major city, a public station announcer who irritates the public with long drawn out pleas for money is bombarded with viewer antagonism at the grocery checkout, the barbershop, the drug store counter — wherever he goes.

"Let them fume," the announcer reportedly said, "they may hate me but the money is rolling in."

Locally a Channel 21 executive has confessed to attempting to make viewers "feel guilty" about not helping pay for programs they enjoy watching. The usual ploy is to delay much promoted old films or special programs past the starting time while some character exhibiting all of the symptoms of foot in mouth disease and very obviously in love with the sound of his or her voice verbally drools on and on. Public stations should learn that while such tactics do ensnare some potential viewers it repels a good many more. I have heard more than one family report of switching over to another channel "until the idiot gets through" and then caught up in the substitute programming stay with it. As cable TV continues to spread throughout the county, chances of this continuing on an even greater scale loom high. Many quality productions just now finding their way to public broadcasting were first seen in the area 18 months ago on cable. While it is obviously highly desirable to see such fare free on public TV rather than pay the monthly cable rates, there are no doubt many who will think it cheap in terms of the war on nerves.

How then should public stations get the money they obviously need to operate? With all the talented people in the extended viewing area who donate time and brain power to the station, it would seem that somebody could come up with a molasses plan. The vinegar plan stinks.

Camp Opening

Camp Stella Maris begins its 51st year of summer camping with an open house on June 12 from 2-6 p.m. The public is invited to tour the facilities and meet the staff. The camp, for girls and boys between the ages of 7 and 14, is located on Conesus Lake.



Benefit Show

The Human Development Committee at St. Joseph's, Penfield, will present a variety show this weekend to raise money for the Mount Carmel Community Center. Organizers drew talent from the entire community for skits, music and dancing directed by Elaine Marchette and Claire Leonard, choreographer. Shown here, left to right, are Marianne Karpinsky, Cathy Marks, Ms. Marchetti, Jo Fonte, Judy Hendrickson, Nancy Brone and Peggy Mench. Show times are 7:30 p.m. Friday, May 6, and 2 p.m. Saturday, at Bay Trail School, Scribner Road.


Blue Army Sets Vigil

The Blue Army of Our Lady of Fatima will again this month sponsor its all-night vigil of reparation to the Immaculate Heart of Mary and the Sacred Heart of Jesus at Holy Rosary Church Friday and Saturday, May 6 and 7. Father Enrique Rueda will open the devotions. Father Robert Meng, pastor, will celebrate the closing at 6 a.m. Other priests taking part are Fathers Frederick Bush and Lewis Vezelis.

AVE MARIA TOURS
EUROPE AND THE HOLY LAND
JUNE 28-JULY 15 — VISITING: FATIMA, LOURDES, ROME, ASSISI, VENICE, INNSBRUCK, LUCERNE AND LISBON. \$1298.00
 Price includes transoceanic jet transportation (N.Y., N.Y.) motorcoach on land, 1st class hotels, 2 meals every day, baggage handling, sightseeing and gratuities.
AUGUST 1-16 — VISITING: ROME, ASSISI, ATHENS AND THE HOLY LAND. \$1295.00
 Price includes airfare (Toronto, Ontario) 1st class hotels, motorcoach on land, 3 meals every day except Rome and Athens (2 meals daily), baggage handling, sightseeing and gratuities.
 (REV. XAVIER NAWROCKI, CHAPLAIN)

FOR FURTHER INFORMATION OR FREE BROCHURE WRITE OR CALL:
TED OBARK (716) 627-3394
 54586 Kennison Pkwy. (After 4 p.m. Daily)
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A NEW CATHOLIC CAMP ON A CLEAN ADIRONDACK LAKE



The Albany Catholic Diocese is sponsoring a co-ed camp for young people 6 to 16. Plenty of swimming and other outdoor activity under competent supervision.

For more information write —

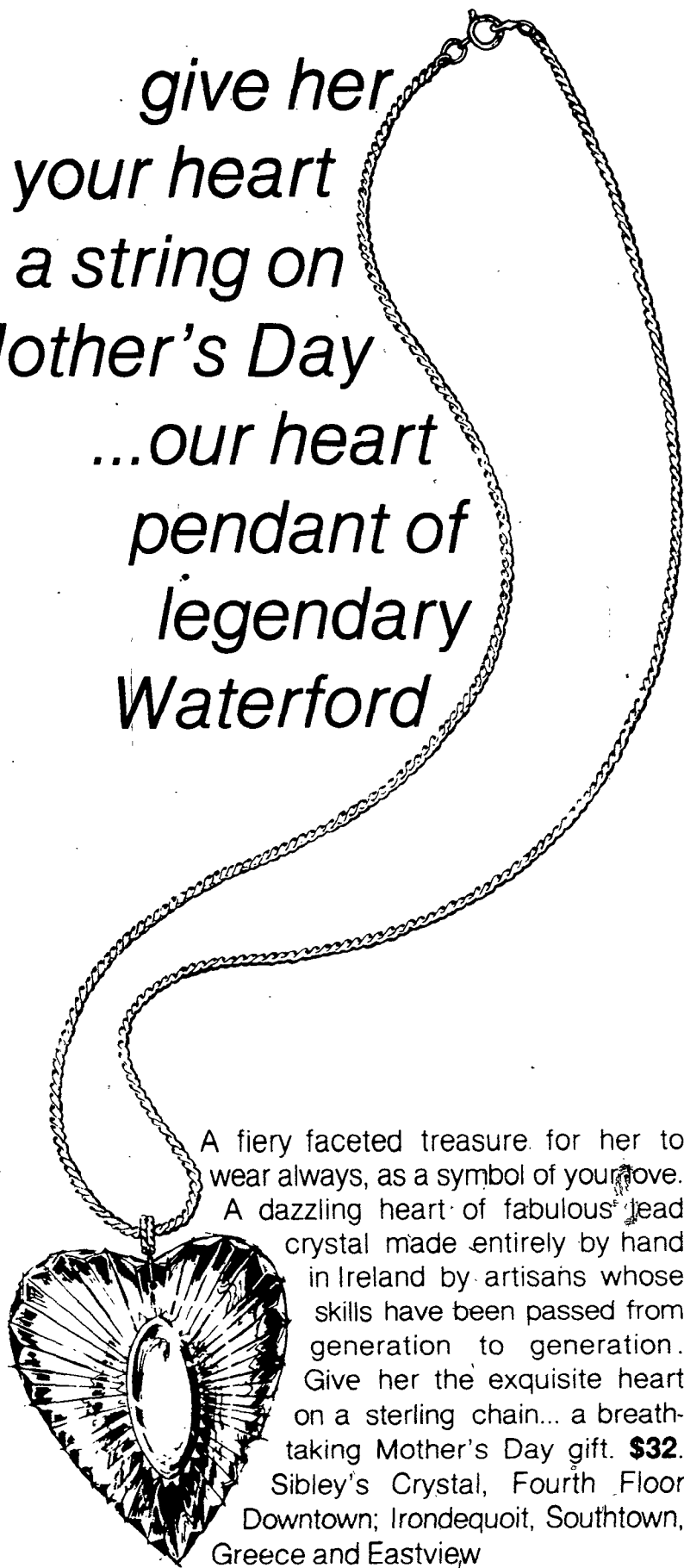
To: Albany Catholic Youth Association, Inc.
 39 Phillip Street, Albany, New York 12207

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Encampments run from July 3 to August 27.
 Cost is \$150 for each two-week Encampment.



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A fiery faceted treasure for her to wear always, as a symbol of your love. A dazzling heart of fabulous lead crystal made entirely by hand in Ireland by artisans whose skills have been passed from generation to generation. Give her the exquisite heart on a sterling chain... a breathtaking Mother's Day gift. \$32. Sibley's Crystal, Fourth Floor Downtown; Irondequoit, Southtown, Greece and Eastview

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