

A Tribute to Our Lady of the Rosary

By Msgr. Joseph A. Cirrincione
Second of a 4-part Series

One of the first signs that The Family Rosary for Peace was not a sacrosanct fixture on any radio station's schedule came after the death of Gordon Brown which occurred in early 1979. He had owned two of the stations in our network, WSAY, Rochester, and WNIA, Buffalo. After his death they were quickly put up for sale.

Despite having been on the air for so many years, I was still pretty much of an innocent when it came to the internal operations of a radio station. Thus I didn't become concerned about the imminent sale of the stations until a friend of mine in radio work hinted that, perhaps, I should look for another station to carry our program in Rochester. He said it was almost standard procedure for new owners to try to create a new image for their station, to change the format and to give close and critical scrutiny to both personnel and existing programs. A religious program like mine, sitting astride the prime evening hours, nightly (7 to 7:30 p.m.) was decidedly vulnerable and expendable.

I remember this coming as somewhat of a shock, like hearing your favorite bank might possibly go under. But I decided to give the matter very serious consideration. It gave me chills to think of the possibility that we might be asked to leave WSAY and have no station to go to.

Provisionally, that Spring, another Rochester station, WWWG, changed its format to religious-ethnic. I decided to look into the possibility of transferring our program to that station. Its general manager indicated that he would welcome The Family Rosary Hour but that 7 to 7:30 p.m. was already taken. This was another shock. After 29 years at that hour, it seemed almost like a betrayal of our listening audience to ask them to change to 6:30-7 p.m. But I had no choice. We signed a year's contract and, as I wanted to give WSAY sufficient notice, we settled on July 16 as the starting date, Feast of Our Lady of Mt. Carmel. Bishop Clark graciously consented to participate in our first program on the new station.

Subsequent events, of course, as most of you are well aware, bore out the accuracy of the predictions made to me by friends in the radio industry. It is a matter of record that the new owners of WSAY did what all new owners do; change the image, change the format and clean house.

But well before the new owners of WSAY took over, another station in our network unexpectedly changed hands, WCLJ-FM, Corning. While still waiting that July to transfer to 3WG, I received a letter from the general manager of WCLJ-FM, stating that the new owners planned to create a new image for the station, change the format, and that our program did not fit in. I was given until August to leave.

I should have foreseen this because the previous February, when our contract with that station had come up for renewal, I was informed the contract would not be renewed on a yearly basis but on a month-to-month basis.



The Family Rosary for Peace

401 ORANGE STREET

ROCHESTER, NEW YORK 14611

Rosary on the Air

The Family Rosary Network may be heard at 6:30 nightly over the following stations:
 WWWG, Rochester (1500 AM);
 WXXY, Watkins Glen (104 FM);
 WSWF, Seneca Falls (99 FM and 1110 AM);
 WOIV, Syracuse (105 FM);
 WYRD, Syracuse (1540 AM);
 WXRL, Buffalo (1300 AM).

found the name of the station — WXXY-FM — and put in a phone call. The general manager turned out to be a Catholic, Joseph Frizzeri, a member of St. Mary's of the Lake parish, who had heard our program, thought well of it and would be glad to take it on.

What a sigh of relief I breathed! We were down to the last business day of the last week before going off the air in Corning.

That night I received a phone call from the young lady in Horseheads and she sounded distressed. She was making her last report. She had visited one final station on her list that afternoon and had been turned down. "What station was it?" I asked. "WXXY in Watkins Glen," she replied.

Hardly able to keep my exuberance in bounds, I fairly shouted into the phone: "Sis, I have news for you. While someone on the ground floor was saying no to you, someone higher up was accepting it. We will be on the air on WXXY, Aug. 1. We won't be off the air there a night."

That evening, during my Holy Hour, I poured out my heart in thanksgiving to Our Lord and Our Lady for this last minute miracle. But a very unworthy thought crossed my mind. "Do you always have to put me through the wringer first?" As usual, Our Lord and Our Lady were silent. Was it my imagination, my subconscious or a guilty conscience that made me recall: "So you thought the worst was over. Wait till you retire. That's when things begin to happen. That's when things begin to happen."

But, as I have already said, so inexperienced was I in these matters that this latest development didn't particularly faze me; until that letter came with the terminating date and I was faced with the need to find another outlet for our program in the Southern Tier. This presented a much greater challenge. I had no staff, no agents, no representatives in the Elmira area, no list even of the stations operating there. I finally decided to call Father Bart O'Brien at Horseheads and ask for his help. He kindly referred me to a young lady in his parish, a recent graduate of Cornell University, who had done radio work in Ithaca. She agreed to contact the stations in the area and get back to me.

Waiting for the phone to ring is like waiting for a pot to boil. You grab the phone on the first ring but it usually turns out to be someone who hasn't called in years, wondering how the family is.

This is meant as no reflection on the young lady. She herself was experiencing the same problem in Elmira. She contacted many stations. In some cases she got a negative answer right off. In others, they said they would let her know. In still others, it took days and days just to be able to speak to the general manager. I have found out now that in all those cases, it is a waste of time to wait for an answer. For if and when it does come, it is inevitably negative.

The young lady was running out of stations and I out of time. In desperation, I thought of calling a friend in Rochester who was in radio work whom I shall simply call John. He had access to a directory of stations; but most of those he named over the phone had already been contacted without success. Then, again providentially, he recalled that the previous weekend he had gone to Elmira to take part in a glider flying and on the way had stopped briefly in Watkins Glen and had parked his car in front of the office of a radio station. He checked his directory,

Wordsworth, artist-in-residence at Nazareth College to lecture, 8 p.m., Wednesday, Oct. 14, Nazareth College Arts Center, A-14. Free.
TRAVELOGUE — Senior Citizens' Action Council (SCAC) to present film on Vienna "From the ocean to the sky," 1 p.m., Wednesday, Oct. 14, 40 Clinton Ave. N.
CANCELLATION — The Eastman Chorus Concert at 8 p.m., Friday, Oct. 30.
CHILDREN'S FILMS — "Robinson's Island," 1 p.m.,

today, and 10:30 a.m., Thursday, Oct. 8, Fairport Public Library; "The Apple," 10:30 a.m., Friday, Oct. 9, Janes Library, 200 Fairport Road; "Caterpillar," 1 p.m., Saturday, Oct. 10, Greece Public Library; "Floating Free," 2 p.m., Saturday, Oct. 10, Chili Public Library; "Pedro," 2 p.m., Saturday, Oct. 10, Gates Public Library; "David and Goliath," 2:30 p.m., Saturday, Oct. 10, Lowden Point Branch Library. Free.



AQUARIUM SHOW — 6 p.m., Saturday and Sunday, Oct. 10-11 at Eisenhart Auditorium. Judging and talks on fresh and salt water aquariums. Free with general Museum admission.

FOR SENIORS — "Glimpses of Stoney's Rochester," 10 a.m. to 4 p.m., Monday through Wednesday, Oct. 12-14. Free with general Museum admission.

FACULTY RECITAL — David Burge, piano, to play music of Mozart, Schubert, Johnson and Schumann, 8 p.m., Friday, Oct. 9, at Kilbourn Hall.

THEATER — The Repertory Dance Theater, a Utah-based modern dance troupe, 8:30 p.m., Friday and Saturday, Oct. 9-10, Nazareth College Arts Center. Tickets: adults, \$10; students, \$8. Available at box office, 586-2420.

SUNDAY AFTERNOONS AT NAZARETH — "Sunshine Too," a program of deaf awareness, 3 p.m., Sunday, Oct. 11, main auditorium, Nazareth College Arts Center. Free.

CHILDREN'S THEATER — TIC/TOC Players present "Fables" collected from around the world, 11 a.m. and 2 p.m., Monday, Oct. 12, main auditorium, Nazareth College Arts Center. Tickets available by calling box office, 586-2420.

LECTURE — Richard

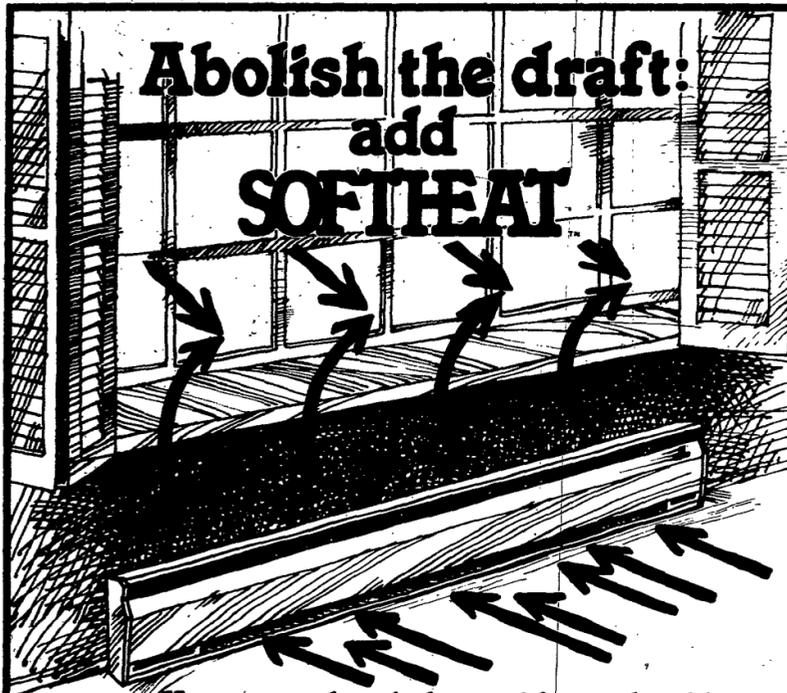
Father Albert J-M Shamon
Pastor of St. Mary's Church, Waterloo, N.Y.

Invites you to
LISTEN
 To the good news
 of our Lord Jesus Christ
EVERY SUNDAY



Father Shamon will present an inspiring series of talks on the Rosary each Sunday during October, over these radio stations.

WVUB - AUBURN 1590 SUN. 12:30
WSFW - SENECA FALLS 1110 SUN. 12:45 p.m.
WGVN - GENEVA 1240 SUN. 6:00 p.m.
WCCR - CANANDAIGUA 1550 SUN. 8:15 a.m.



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