

COURIER-JOURNAL

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McGraw-Hill to Survey Courier Readers

McGraw-Hill Research, an arm of the famous New York City publishing firm, has been engaged by the Courier-Journal to conduct an impartial survey of its readers. The aim of the study is two-fold -- to assist the newspaper in continuing to improve its editorial product and to provide demographic information on the newspaper's readership.

A random sampling of Courier-Journal readers is being contacted this week by the research company.

Anthony J. Costello, Courier-Journal publisher and general manager, said, "Basically, the purpose is to continue to improve the Courier-Journal editorial content, to gain knowledge of how our readers perceive the newspaper so we can be the Catholic publication we should be to serve the diocese as best we can."

"There is a secondary purpose," he said. "We need to garner information for the advertising and business community so they can better reach our readership to make available their services and products."

McGraw-Hill, a full-service research supplier, has been conducting research for more than 40 years. It consists of a media research group, a marketing research group and a telephone interviewing group. The staff is composed of 30 fulltime professionals, each a specialist in one or more fields. In addition to the Courier-Journal, its clients include General Electric, Apple Computer, Eastern Airlines, Black & Decker and General Motors.

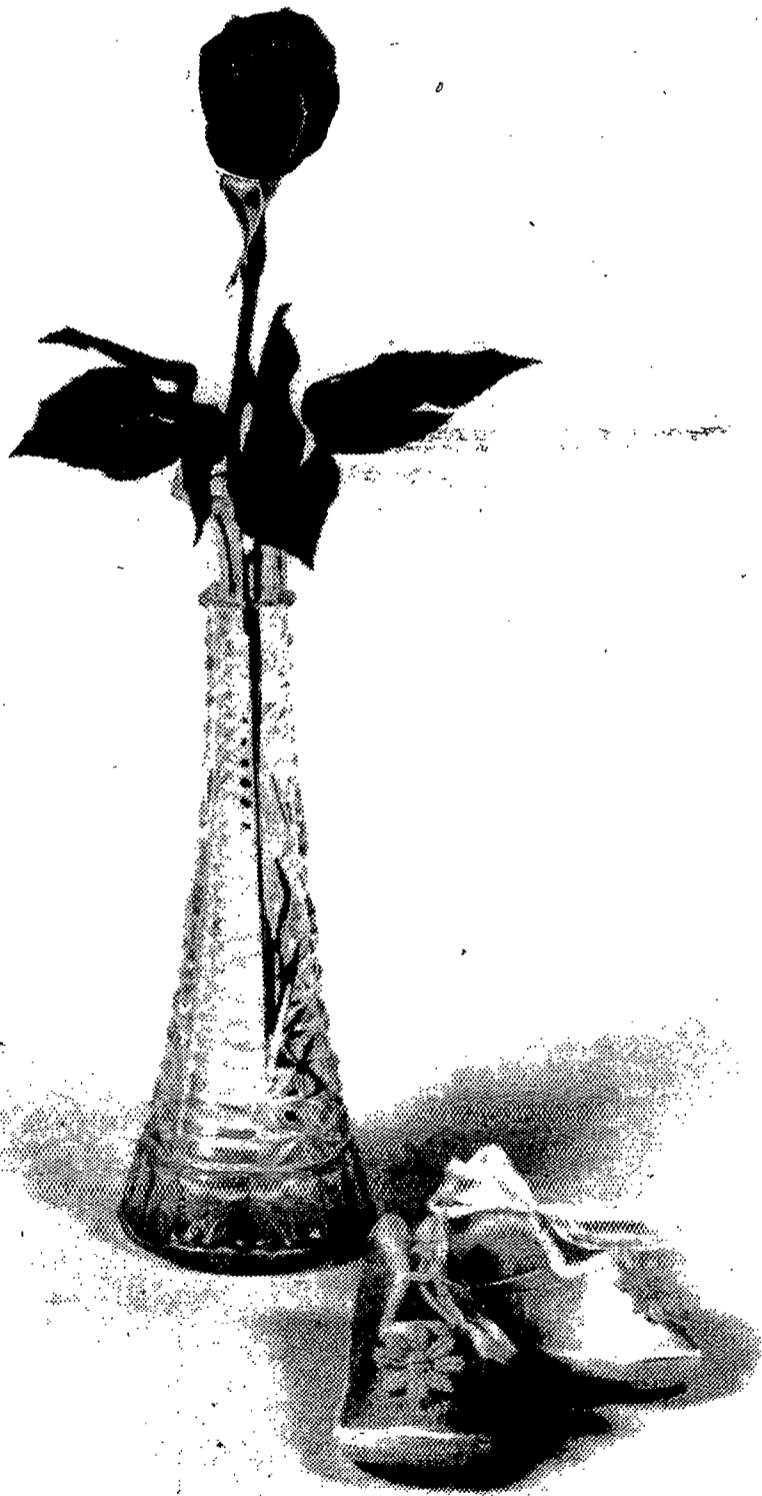
In conducting the survey the research company will be trying to find "if the Courier-Journal is on target with its

readers. Is it giving its readers what they want in the way of information?"

The company pointed out that "having a readership survey conducted by an impartial party will help Courier-Journal editors and management pinpoint what is or not being read by its audience. In addition, the results will shed light on what readers think of the Courier-Journal. From all this, it will be able to adapt itself to more closely reflect what readers want in the newspaper."

The company says that it is "very important that those receiving the survey in the mail answer and return it."

All responses go directly to McGraw-Hill in New York City and will be kept confidential. McGraw-Hill reminds those participating that "individual participation will make the results more accurate and more useful to the Courier-Journal."



Jan. 22, 1973

The rose has become the symbol of the March for Life, representing children who have died through abortion. On Jan. 23, the first weekday after the annual anniversary of the Supreme Court 1973 decision legalizing abortion

on demand, thousands of roses will be distributed to members of Congress before the annual march through Washington. Story, Page 3; editorial, Page 17. (NC Photo by Cindy McIntyre).

Now It's Official, U.S. Ambassador To Vatican Says

San Diego (NC) -- The establishment of full diplomatic relations between the United States and the Vatican will make official what has existed unofficially between the two states since 1939, President Reagan's nominee as first ambassador to the Vatican said Jan. 10.

William A. Wilson, Reagan's personal representative to the Vatican for the past three years, met with the press prior to delivering a speech on "Peace and Freedom as Observed from the U.S. Vatican Office" at the University of San Diego School of Law. The university is run by the Diocese of San Diego.

It was his first public appearance since the announcement earlier in the day that that the United States and the Vatican will exchange embassy-level representatives and that Wilson will be the first ambassador, subject to Senate confirmation.

The announcement of the establishment of diplomatic relations on Jan. 10, ended more than a century of official non-recognition between the U.S. and the Vatican.

The Vatican said the two countries, "desirous of developing mutual friendly relations already existing," had decided to establish relations at the level of an embassy at the Holy See and an apostolic nunciature in Washington. The U.S. State Department made the same announcement six hours later in Washington.

Both the United States and the Holy See stand to gain from the appointment of an ambassador to the Vatican and a papal pronuncio to Washington, said Wilson, 69, a California businessman and fifth U.S. representative to the Vatican since the first was appointed in 1939.

The change in status of the U.S. representative from personal envoy to official diplomat will not be a "great change" for Wilson or any-



Our Man In the Vatican

Washington (NC) -- William A. Wilson, nominated by President Reagan Jan. 10 as the first U.S. ambassador, has been Reagan's "personal representative" to the Holy See since February 1981.

As such he has been the fifth person to hold that non-ambassadorial rank since President Franklin Delano Roosevelt appointed the first representative in 1939.

The previous representatives of the president were:

- Myron C. Taylor, who represented both Roosevelt and President Harry S. Truman until 1951. Truman then attempted to appoint Gen. Mark Clark as a full ambassador to the Vatican, but withdrew the nomination in the face of the public controversy it generated. The post of personal representative then went vacant for nearly 20 years.

- Henry Cabot Lodge, appointed to the position in 1970 by President Richard M. Nixon. Lodge served both the Nixon and Ford presidencies as personal envoy.

- David Walters, a Miami lawyer appointed to replace Lodge as personal representative in 1977 by President Jimmy Carter.

- Robert Wagner, former mayor of New York, appointed by Carter in 1978 when Walters resigned after the death of Pope Paul VI and asked not to be reappointed. Wilson replaced Wagner three weeks after Reagan took office.

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