

COURIER-JOURNAL

Newspaper of the Diocese of Rochester

Wednesday, May 9, 1984

32 Pages 35 Cents

Courier-Journal Readership 'Very High' -- McGraw-Hill

Results of a readership survey conducted by McGraw-Hill Research of New York City show that the Courier-Journal "enjoys a very high degree of regular readership among those subscribing to the newspaper."

The research company, a branch of McGraw-Hill Publications Company, reported that 87 percent of the regular subscribers read or looked through three or four of the last four issues of the paper at the time of the survey and that "the vast majority of those individuals had read all four of the last four issues." The survey was begun Jan. 16 and closed Feb. 20 of this year.

At the same time, the research organization conducted a separate survey of diocesan clergy and found that again 87 percent "had read or looked through" three or four of the last four issues -- with 76 percent reading all four.

McGraw-Hill conducted the survey at the request of the Courier-Journal management. Its primary purpose was to determine among a sample of subscribers and a sample of the clergy (priests)

The Courier-Journal enjoys a very high degree of regular readership -- McGraw-Hill

their readership of the Courier-Journal. In addition, the survey measured the groups' interest in various editorial elements of the paper as well as investigating basic attitudes and opinions toward the newspaper.

And as guidance for the Courier-Journal advertising department, the survey also provided demographic information by investigating shopping habits and associated expenditures, use of bank credit cards, automobile ownership and frequency of vacation travel.

Fifty-eight percent, or 455, of the subscribers who were sent surveys responded; 67 percent of the priests, or 237, responded.

According to McGraw-Hill, 83 percent of the general subscribers found the

Courier-Journal to be informative; 82 percent felt it is well-written and 80 percent said it is an excellent source for local diocesan news.

More than 75 percent felt that the Courier gave sufficient information about continuing changes in the Church and 77 percent said it keeps them up-to-date on religious news. Sixty-five percent agreed that the paper maintained an acceptable balance between local and national news.

More than half thought that the newspaper was challenging.

And, it would seem, readers expect to see controversial issues on Page 1. When asked if such news should be kept off the front page, 45 percent disagreed, while only 29 percent agreed.

More than a quarter had no opinion or did not give an answer.

Readers also seem to feel that advertising in the Courier-Journal is more credible than in other newspapers. While only 40 percent took this position, that was a slightly higher percent than those who had no opinion or did not offer an answer. Only 16 percent, however, thought advertising appearing in the Courier-Journal was less believable.

Respondents were asked to rate their interest in 25 editorial sections and/or departments. Those ranking highest as "very interesting" were editorials (37 percent) and Father Paul Cuddy's column, On the Right Side, (37 percent).

Ranked next were Page One (35 percent), Bishop Matthew H. Clark's column, Along the Way, (35), Letters to the Editor (35), Father Louis Hohman's column, The Open Window, (35) and Father Albert Shamon's column, (35). (Editor's Note: In cases where the percentages are the same, the departments are listed in the order of the combined ratings of "very interesting" and "somewhat interesting," as opposed to "not at all interesting," "no opinion," and "never read/no answer.")

As far as objectivity is concerned, the paper is right on course, the survey found. Forty-one percent of the respondents think it is "middle of the road," 21 percent find it "moderately liberal," 18 percent "moderately conservative," 6 percent "very liberal," and 5 percent "very conservative." Only 9 percent had no answer.

Carmen J. Viglucci, editor, said that the finding concerning objectivity confirms the efforts of the staff in that regard. "Any newspaper constantly comes under fire in this regard, particularly

from people who themselves hold strong opinions one way or another on contentious issues," he said. "I have a

feeling that a Catholic newspaper, particularly these days, has a particularly difficult time of it." **Continued on Page 4**

Survey Results Gratifying, Says C-J Publisher

Upon receiving the results of the McGraw-Hill Research survey of the Courier-Journal, Anthony J. Costello, publisher and general manager, said he primarily wanted to thank all who participated in the survey -- the laity, priests and Religious who took the time to respond.

"The results are gratifying," he said. "And they pay a compliment to the entire staff of the newspaper."

He pointed out that in the last survey of the newspaper in 1974 readership was found to be extremely high and "I am very pleased that we have maintained that lofty level down through the years to this latest survey. Again, it reflects the professionalism and dedication of the staff."

"Incidentally," Costello added, "the staff is virtually the same as in 1974 and its expertise is something I have always appreciated and which I'm sure the diocese also does."

"I think we're fortunate in having Carmen Viglucci as editor. The fact that the survey found his editorials to be the most widely read single item in the newspaper only confirms his capabilities, not only in this area but in general editorship of the Courier."

The publisher feels that the fact that the newspaper is so well-read is important not only to diocesan newsmakers but also to business people who use the newspaper's advertising space.

"When we set out to do the survey, we talked with several research companies and felt that by going with a firm that is as internationally respected as McGraw-Hill, the results would be more credible."

"Another thing, at the onset we decided to publish the results, as we did with our last survey, no matter what they showed. So, I'm obviously extra pleased that it all came out the way it did."

He pointed out that the basic policy of the Courier-Journal is to spread the Good News and to teach through its columns, by presenting the pope and the bishop and by its news coverage. "The survey indicates that the paper is doing that job," he said. "In my opinion, that's why it's so important that the Courier reach as many homes as possible. The survey proves beyond any doubt that the paper is a vehicle which informs, teaches and is read -- if it is in the home. We must get it into as many homes as possible to fulfill our purpose as a Catholic newspaper."

Costello thanked "all regular contributors to the newspaper from Bishop Clark to Sarah Child -- most don't

Continued on Page 4

Priest Shortage Hits: Bishop OKs Team Plan in Finger Lakes

By John Dash

Bishop Matthew H. Clark last week approved a new ministerial team approach to be developed in the Finger Lakes region, on the east side of Keuka Lake.

According to Father Charles Latus, diocesan personnel officer, the development is a direct local result of the national phenomenon of a decrease in ordained clergy.

The plan, however, "comes as a result of several months of discussion and planning on the part of the diocesan planning office, the priests' personnel board, the priests and deacons of the area, as well as representatives of all the parishes and missions involved," he said.

He said that several discussions and meetings on the subject have taken place

during the development period.

"Essentially it means the development of a team ministry approach which would have two 'clusters' within it.

"One of the clusters will include St. Joseph's, Cayuga; St. Michael's, Union Springs; St. Patrick's, Aurora; and Our Lady of the Lake, King Ferry," he said.

Continued on Page 4

Pope, in Korea, Pleads for Spiritual Rebirth

By Father Kenneth J. Doyle

Kwangju, South Korea (NC) -- In a May 4 visit here, a city pained by the memory of more than 100 deaths in anti-government demonstrations in 1980, Pope John Paul II pleaded for a spiritual rebirth which would bring forgiveness.

Later in the day, he spoke to several hundred leprosy victims and asked them to offer their sufferings, in union with Christ's, for others.

The events highlighted the second day of the pope's five-day visit to South Korea, known as the land of the morning calm.

In Kwangju, the pope cele-

brated a Mass at which 72 adults were baptized and confirmed, symbolizing the 72 disciples whom Christ commissioned to preach the Gospel by word and deed.

Speaking to the new Catholics, and through them to the crowd of 65,000 who packed Kwangju's main sports stadium beyond capacity, the pope said that baptism implies "keeping yourselves free, by God's grace, from hatred and rancor."

"It means pardoning those who may have sinned against you," he continued. "It means being reconciled to one another and to God in

forgiveness and love."

The pope recalled the 1980 demonstrations which turned into riots after security forces broke up crowds marching to protest the imposition of martial law. The government said 170 people died but independent estimates said the fatalities could have been 10 times as high.

"I am keenly aware of the deep wounds that pain your hearts and souls from personal experiences and from recent tragedies which are difficult to overcome from a merely human point of view, especially for those of you from Kwangju," he said.

Earlier in the day, one

young man on his way to view the papal celebration said, "I am happy, but I am sad too. 1980 is still with me."

Asked whether he had known any of those who died in the demonstrations, he replied: "No, but I am human."

Archbishop Victorinus Kong-Hi Youn of Kwangju also remembers 1980. He looked helplessly from his window as soldiers beat, kicked and bayoneted students.

At the close of the Mass, the pope issued a message to children to mark the national

Continued on Page 4



Pope John Paul II and President Reagan at Fairbanks, Alaska, International Airport May 2. (NC Photo)

4
Mail
za
ers
za
za
all
HERS
DIDS
ro
JDIO
itations
om
raphy
W
...
r
ST
EALS
S
ring
Service
dding
ing
Dura
30
04
use
ul
on
l:
SS
S.
NN
rs
ms
ple
res
ION
le
Relevant
58
ION
ions
ers
ites
D