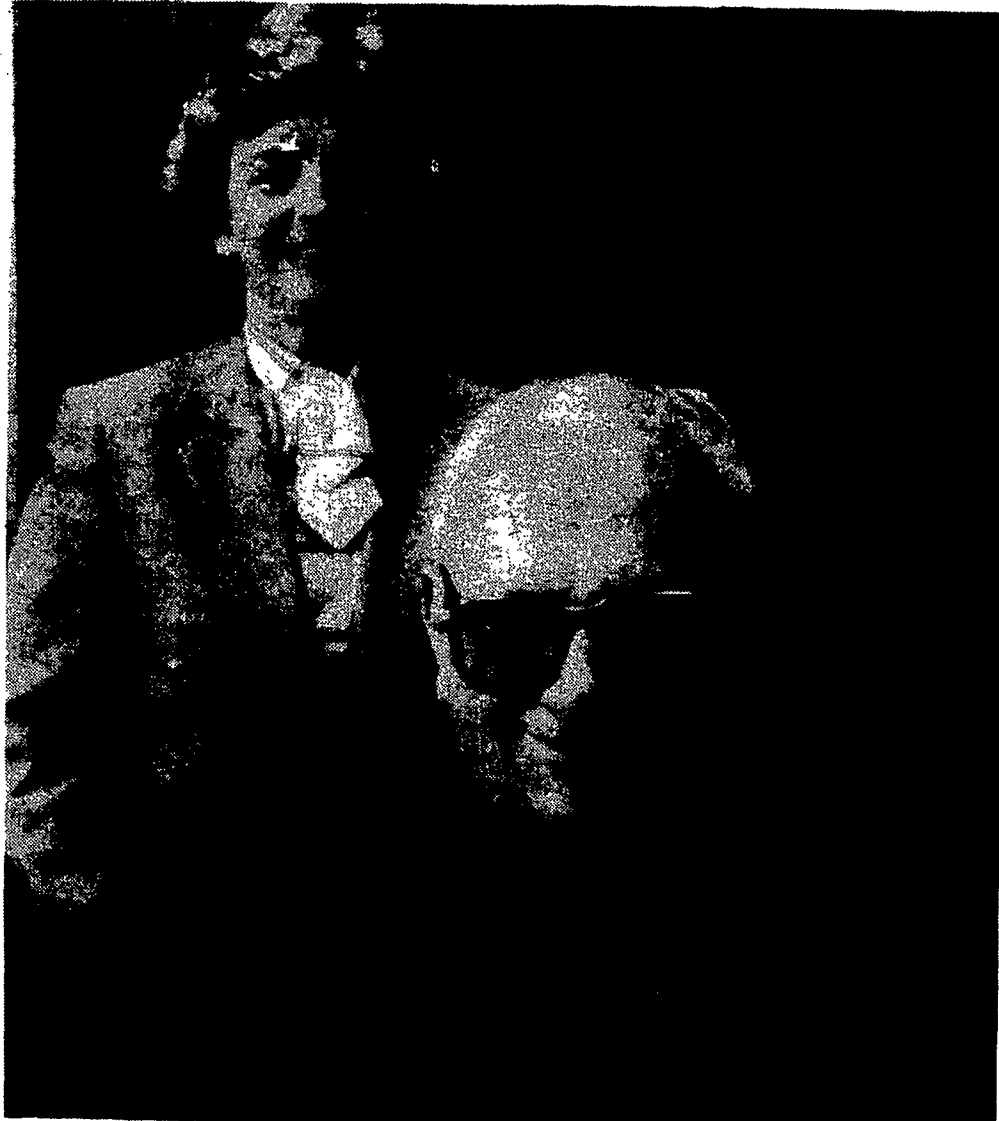


Bishop Clark appoints two to communications department



Jeff Goulding/Courier-Journal

The new diocesan Communications Department: Father George Norton and Sister Kay Nicolsa.

Evangelization is the key to reorganization of the diocesan Communications Department. According to Father George Norton, new communications director, the move to a part-time director of communications in addition to a full-time communications assistant was made in response to a lack of a "concerted, direct effort coming from the Church outward to people in the sense of evangelization." The role of the department, he said will be "to establish rapport with the local media" and make it clear that the Church is not a "closed society."

The evolution of the department began in 1980 when Bishop Matthew H. Clark asked Sister Roberta Tierney to form a committee for communications for the diocese. The committee initially focused on developing a project that would use funds from the Annual Catholic Campaign for Communications in a way to bring Catholic broadcasting into homes.

The first plan of attack was to employ an outside communications consultant, and eventually this was dropped in favor of a diocesan communications assistant. Mary Cronin, who recently left work in the diocese to become a Jesuit Volunteer in Boston, filled that position from 1983 until this spring, first on a part-time basis, later moving to full time.

Yet, according to Sister Roberta, the need was felt that even more effort was needed to "strengthen the image of the diocesan Church as a communicator with our public media and community representatives." Bishop Clark recently appointed Father Norton as part-time director and Sister Kay Nicolsa, SSJ, to replace Cronin as communications assistant.

Father Norton, who was ordained in May 1983 after receiving his master of divinity from St. Bernard's Seminary, will serve as spokesperson for the diocese, working in conjunction with Father Louis Vasile, diocesan information officer. Sister Kay will assist

Father Norton and will develop projects to improve communications within the diocese and with the public sector.

Father Norton, a native of Massachusetts, entered the seminary in 1978 after a 17-year career as a radio/television reporter and newscaster in Providence, Rhode Island, and as administrative assistant to the mayor of Providence.

Sister Kay, a native of Texas, holds a master of fine arts in photography from Rochester Institute of Technology, a bachelor of arts in painting from Dominican College in Houston, and a bachelor of science in education from the University of Houston.

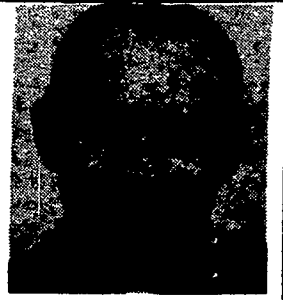
Father Norton says that he sees his first year in the position as a slow one filled with research on the communications initiatives of other dioceses and assessing the communications needs of divisional directors and the diocese as a whole. He said he is excited about the potential. "Stop and think of the product we have to sell, the good news of the Lord," he said.

"Hopefully, I'll establish credibility and try to be an efficient conduit (for diocesan news) for the media," said Father Norton, who is also co-host of the diocesan radio program "Good Morning God."

Sister Kay echoed Father Norton's uncertainty about the exact directions the department will eventually take. "We're still in the process of deciding what the department is going to do." She said, however, that while Father Norton is working more directly as liaison with the media, she will be more involved in photography and graphics, particularly the development of audio-visual slide and tape presentations for religious education.

"I'd like to see us either producing or getting already-produced Catholic programs for television," she said. "This is still a relatively new area. We're just starting to take advantage of the electronic media."

Along the Way with Bishop Matthew H. Clark



Sunday evening, on a flight from Chicago to Rochester.

I have missed my father very much today.

There is nothing unusual about missing him because I have missed him since he died eight years ago this week. What is different is the intensity with which I feel it and the amount of time I have spent thinking about him in recent days.

I ascribe this strong, most consoling memory to two recent events, one which occurred last week and one which took place today.

Last week my eldest niece, Grace, reached one of those memorable milestones in life when she passed the road test for her driver's license. Now, in all fairness — Grace would say as a matter of simple justice — I should tell you that this is the same young woman of whom I wrote after our unforgettable drive to the shopping center on the Friday after last Thanksgiving.

Not only did Grace pass her road test, but she did it on her first try. My father would have been proud of her for that. He would also have enjoyed all of the fond laughter at his expense, laughter we've shared at the memory that all of us whom he taught had to take our road tests at least twice.

The second event which brings him so vividly to mind is our annual family reunion which was held today at Saratoga State Park.

While I think I can say I was appropriately engaged in our meeting in Chicago, I am aware that I was deeply united with my family and aware more deeply than I normally am of how deeply we can be joined to

others even when we are physically apart.

Dad loved to be among people and others clearly enjoyed his company because he laughed a lot, paid attention to the little ones and was careful to make everyone feel at home as much as he could.

It was a pleasure to be with him during his years on earth. It remains a joy to be with him now that he has been called home to see the Lord and to rejoice in the company of the saints.

He is still here at times like this when I miss his company; he is with me when the good memory of the ways he related to others expands my capacity to be hospitable; he was especially present this morning, when in union with the whole Church I professed my belief in the Communion of Saints.

Grace's success with her road test and our family gathered in reunion were both events I missed. But this evening I am close to Grace and the family. And through them I am with my father in a special way.

Now I look forward to being reunited with all of them on August 29 when we gather at St. Mary's in Waterford, our home parish, to remember Dad at the Eucharistic table.

Faith and memory are distinct but deeply related gifts. When we are in touch with persons who have loved us, these two merge into a single and wonderful lifegiving force.

Spend some time remembering someone who loved you very much and who is no longer present in the same way. What do you think?

Peace to all.



Sister Patricia Prinzing and Susan Coston

St. James Mercy Hospital in Hornell has named two familiar faces to new appointments in the area of public relations. Sister Patricia Prinzing, RSM, has been named coordinator of public relations in addition to service as director of Quality of Work Life at the hospital. A Rochester native, she has lived in Hornell since 1981.

While Sister Patricia will handle internal public relations, Susan Coston has assumed responsibility for external function. Coston also is secretary to Dr. Richard Wagner, the newly appointed director of St. James' Psychiatric Care Unit.

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