

## Editorial

### Pitfalls of pseudo-sociology

An interesting article in the Rochester Sunday Democrat and Chronicle discusses the effect of computerized data bases on the burgeoning field of marketing.

The article — "Big Brother's Keyhole" — explains how marketing analysts compile information from such sources as census records, applications, questionnaires and public records.

According to the article, some top marketing firms have gathered so much detailed information that they are able to provide manufacturers with "psychographic portraits" of virtually any neighborhood in the nation, "complete with the names, addresses, reading habits, leisure activities, consumer habits, average age and income levels of the people who live there."

The marketing analysts seem to know us all so well, but do they really know as much as they think? Do they, for example, realize that most of us don't like being under their computerized microscopes? That we don't like them snooping into our magazine racks or guessing what flavor of ice cream we'll select.

Do they understand that in the long run it's the product that keeps us coming back, not the hype advertising agents devise from the marketing analysts' beloved data?

Evidently not. The Coca-Cola Company found out last year that marketing's not always what it's cracked up to be. And, in essence,



so has the Diocese of Rochester.

Regardless of one's feelings about the way in which this year's Thanks Giving Appeal was conducted, Bishop Clark and diocesan officials deserve credit for their motivation in turning to the marketing "experts."

In response to a real concern among parish personnel, they looked for a means by which the appeal process could be simplified. They also sought a way for the diocese to keep up with rising costs without placing a heavier burden on the average-income donors.

The marketing people said they had all the answers, and diocesan officials turned to them for all the right reasons.

Unfortunately, things didn't work out as planned. Despite all the computerized data and the marketing firm's history of success in other dioceses, there was one, major flaw in the firm's grand scheme. They simply didn't know us, the people of the Diocese of Rochester.

So much for "psychographic portraits."


#### Thanks for 'gift'

To the Editor

Thank you for the beautiful special issue you gifted us with at Christmas. I loved the

whole issue — all the articles and the etched drawings. It truly was a gift! It warmed the heart.

Joanne Taylor  
680 Mosley Road  
Fairport



**The**  
**COURIER-JOURNAL**  
presents its  
**Wedding Supplement**  
Thurs., Feb. 20th, 1986  
**Serving the Rochester**  
**Catholic Diocese**

Our most popular supplement every year is our Wedding Supplement.

More weddings are performed in the Catholic Church than in any other.

This section, in addition to appearing as a supplement in the issue of February 20, is also distributed to couples attending Pre-Cana instruction throughout 1986.

Included in this Package are 12 one inch ad insertions in a Wedding Guide appearing monthly in the Courier-Journal where your company name will be seen throughout the year.

1/4 page	5 x 8 inches	295.00
1/2 page	5 x 15 1/2 inches	495.00
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## And opinions

### Displeased by omission of Mercy championship

To the Editor:

I was disappointed to see that in your Playback '85 article in your January 9 issue, you failed to include in March '85 Our Lady of Mercy High School basketball team winning the state title in Glens Falls. As far as I know, this is the first time any basketball team from Monroe County has ever won a state championship — a significant sports achievement and a major highlight in local high school sports in 1985.

What made matters worse, you did include the Cardinal Mooney girls' softball championship and the McQuaid football team losing a championship — complete with pictures.

Gerald M. Paradies  
18 Old Farm Circle  
Pittsford

**EDITOR'S NOTE:** As stated at the beginning of "Playback '85," the news events included in our year-end review were those actually covered by the Courier-Journal at the time of their occurrence.

As many readers may recall, the Courier-Journal staff transition began in mid-April and was concluded around the end of May. The current staff of the Courier had nothing to do with what was covered during the first 3 1/2 months of 1985.

In compiling Playback '85, we referred to issues published by the previous staff during that period. We felt it would be foolish to include stories that were never covered by the Courier at the time of their occurrence.

### Hopes Church will return to commandments

To the Editor:

Mr. John F. Starkweather's letter to you criticizing the bishops' pastoral on economics (Opinion: "Criticizes bishops' pastoral letter on economy," December 12, 1985) was succinctly presented and was digested by many readers who, like Mr. Starkweather, "were brought up with almost instinctive respect for religious men and women." Some radical bishops and priests are reducing this respect by their unrealistic ideas for social and political change without regard for the Church's growth.

The letter in question merits reprinting for those who did not read it.

My prayers of thanks and joy are for our great pope who declared at the December 1985 synod that all bishops should stay out of politics, that priests may not marry, that women may not become priests, that

homosexual types find no haven in the Catholic Church while brazenly acknowledging and defending their nefarious behavior. These news bits are gleaned from world press reports.

Not so long ago, the Church campaigned against sin in the world, and reminded people of God's Ten Commandments and the Church's commandments while referring only occasionally to the Old and New Testaments, analysis and interpretation of which was not in the laity's hands, but rather with qualified and approved doctors of sacred theology. It is hoped that someday readings of the aforementioned commandments again will find their way into the Church's homiletic endeavor.

Lawrence E. Hughes  
1350 Attridge Road  
Churchville

### Bishop should expound on *Humanae Vitae* document

To the Editor:

Artificial contraception has become universally accepted as the means of birth control, even among Catholic circles. As it hopefully prevents conception, it alters the human sexual mystique as God had planned. Human sexuality then takes on a new meaning and dimension.

The fruits of artificial contraception are obvious. As a sexual license, adultery and fornication have become commonplace. Both have produced rampant divorce rates,

venereal diseases and even abortions.

The Blessed Mother revealed to Sister Lucy of Fatima that sins of the flesh claim more souls for hell than any other sin. We should all pray (especially the rosary) that our bishops guide us through these troubled times and expound on the document *Humanae Vitae*.

Stephen J. Fisher  
1901 Honeoye Falls #6 Road  
Honeoye Falls

### Devotions will bring peace

To the Editor:

I do not think that all the synods, meetings, exchanges, etc., will help bring about peace if we continue to ignore the five consecutive First Saturday devotions, which Our Blessed Mother requested at Fatima. Jesus is the principal author and promoter of this devotion. He desires that it be practiced and promoted. Our Blessed Mother tells us that "the peace of the world depends on this practice along with the consecration of the world to the Immaculate Heart of Mary."

Mary asked that this devotion be fulfilled before she asked for the collegial consecration of Russia.

Do you know any priest who preaches it incessantly or even at all?

May I suggest that we obey Mary's request: if we really desire peace.

Isobel McCarthy  
1116 Hoffman St.  
Elmira

### Donations still needed

To the Editor:

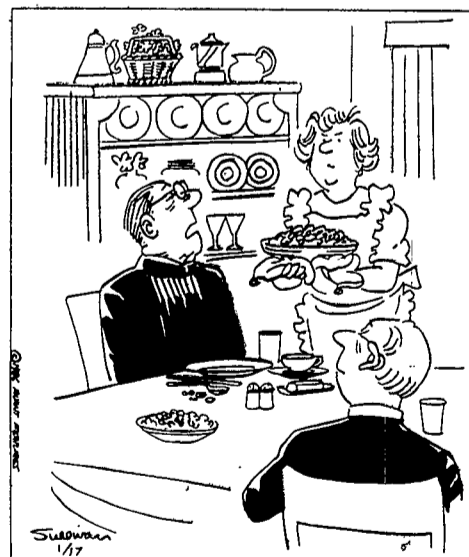
Catholic Charities of Social Ministry of the Diocese of Rochester wants to thank everyone involved in supporting the 16th Courier-Journal/Catholic Charities Annual Christmas Appeal — the givers, the staffs of Urban Services and parishes, and the publisher, editor and reporters of the Courier-Journal.

This year's campaign has raised \$72,065, which is 80 percent of goal and 96 percent of the amount raised last year. The appeal still needs giver support now and during the year. Please send your gift to:

Courier-Journal/Catholic Charities  
Christmas Appeal  
1150 Buffalo Road  
Rochester, N.Y. 14624

The 26,000 persons who benefit from the Christmas Appeal thank the entire diocesan community for its immense interest and support.

Maurice J. Tierney  
Associate Director  
Social Ministries



## Guidelines

The Courier-Journal welcomes your opinions. Letters must bear the writers' signatures, full addresses and telephone numbers. They should be sent to: Opinion, Courier-Journal, 114 S. Union St., Rochester, N.Y. 14607

Opinions should be brief, typed, double-spaced, and no longer than 1 1/2 pages. We routinely condense letters, edit offensive words and libelous statements, and reserve the right to reject letters. Generally speaking, however, only limited grammatical corrections will be made, and the letters will reflect the writers' own styles.

Because submitted opinions exceed the space reserved for letters, we publish only original letters addressed to us. We will not use poetry, open letters, or copies of letters sent to other publications or persons. To ensure diversity, we limit each writer to one letter per month.

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