

ECHO ECHO ECHO ECHO

Mercy students take direct role in boosting enrollment

By Shealyn McGuire

Our Lady of Mercy High School Due to the declining enrollment of Catholic high schools, the Rochester-area parochial schools have been experimenting in "advertising." For example, over the summer, a group of students representing these schools were invited to participate in making a commercial promoting all the Rochester-area Catholic schools. This commercial aired over public radio and television from October 6 to October 15. Now that this has ended, however, each school must concentrate on promoting itself individually.

Our Lady of Mercy High School has created a unique approach to introducing the school to prospective students. Under the guidance of Rosemary Shoemaker, Mercy's director of recruitment, the recruitment staff — staffed and run by Mercy students — visits Rochester-area Catholic grammar schools. During a scheduled presentation, junior-high school students hear about the various aspects and activities of Mercy, view the Mercy video and also have the opportunity to ask questions.

"So far," said June Crosby, student recruitment assistant, "the most commonly asked question has been, 'What is it like going to a school without boys?'" This question is answered differently, according to the individual opinions of the recruitment staff members. Usually, two or three mem-



Mercy student recruitment staff members June Crosby and Amy Crossed show the Mercy newspaper to eighth-grade girls at Blessed Sacrament Junior High School.

bers of the staff go on each visit, and talk informally about their experiences at Mercy. Every 45-minute visit is different, and the recruitment staff gears each school's presentation according to the particular interests

of the students. "There is a lot of homework involved," admitted staff member Amy Crossed, "and we're all learning so much about organization, public relations and ourselves."

Last year, Sister Barbara DiFore initiated the idea of the visits, and formed a group of student recruiters called "Mercy Emissaries." This year Shoemaker has continued to professionally polish the activities of the group, now known as the "Mercy Recruitment Staff."

When asked about her objectives in working with the students of the staff, Shoemaker said, "My goal as far as the student recruitment staff is concerned, is to further their awareness and understanding of the enrollment situation and recruitment process. All the students involved have demonstrated a sincere love for Mercy High School, dedication and loyalty."

Recently, the recruitment staff had a very large role in Mercy's Open House. With the success of this project, the staff is already planning for its next undertaking — the Spring Visits. Near the end of the school year, seventh-grade girls who are interested in attending Mercy are invited to spend a day at the all-girls high school. The recruitment staff is in charge of organizing the visitation days, and providing the girls with student hostesses. Here, the prospective student can witness the excitement and spirit of Mercy and can make a decision to attend based on a very "real" experience.

Hopefully, the dedication displayed by the students in this endeavor will result in greater response in enrollment next year.

Equal Time

DeSales High School If you were a parent, what would you do different than your parents?



PATTY COOKE AND BETH BREEN, Seniors

We'd stay home with our kids more often and spend more time with them. We'd also encourage them to always do their best and not pressure them.

ANDY CHILBERT, Freshman

I'd be more understanding and open with my kids. I would always try to listen to what my kids are trying to say before passing judgement.



BOBBY CLARK, Sophomore

I would talk things out with my kids, instead of ordering them to do things. I'd give them more decision and let them make their own choices.



Garage sale scheduled for Nazareth Academy

The Nazareth Academy P.A.T.O.N. organization is sponsoring its annual garage sale in the school cafeteria on Saturday, November 22, from 9 a.m. to 4 p.m.

If you need something, come as a customer. If you have too much already, call Pat and Chuck Donner at (716) 458-0302, and they will arrange to have your donations picked up.

Concert to benefit food pantries on tap in Corning this Sunday

Many of the Corning area's finest singers and musicians will perform at a Harvest Concert to benefit the Corning area food pantries on Sunday, November 9, beginning at 6 p.m. at the First United Methodist Church in Corn-

ing. Entertainers will include Mary Lu Walker, The Friendship Baptist Church Choir, Deacon Ray and Pat Defendorf, Mary Celli, Nancy Reisbeck, Karen Bonomo, Cari Smith, James Douthit, and the Corning Grass Works.

Speaking Out

By Nate Franus

Bishop Kearney High School

It seems as though high school students become more and more involved with school activities every year. School spirit is on the rise, and students are again taking pride in where they receive their education. Everyday I see new faces joining clubs and doing new activities. I also see people gaining more responsibilities and recognizing their own talents and goals. Most important, however, is the fact that these new found talents and goals are being applied.

When I see trends and styles changing with the times, I also notice that the students' change simultaneously with them. For example, for the past few years, bright colors and pastels have been the style for young adults. These colors reflect the change that has occurred in individual personalities. Personality becomes quite evident to most in high school years, and recently it has changed into a force which actually gives schools certain personalities.

If you are ever at a football game or some other activity that attracts spectators, take notice of the increase in active fans. I can remember when a football game was not a sport in which you should vocally express yourself; now a football game is the main thrust in the fall. Specifically, I can remember a basketball game I attended last year in which Kearney was being routed. Even though we were behind in the score, the spectators were appreciative, and an immense roar could be heard from the crowd every time we scored. This is just one personal example of my observation of the growth of school spirit.

Overall, the effect that this school spirit has on the students is positive, and its outcome is optimistic. With enrollment figures being quite low, school spirit is an obvious reason for a smile on a school administrator's face. I am quite sure that this spirit can only grow more and become part of a school's personality. The spirit that is shown is more than just a plea for attention; it is a true revelation of student' feelings and their appreciation for their schools. Spirit is one of the most important needs that a student has to have in order to gain satisfaction from the things learned and to prepare for the future.

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HOUSE OF GUITARS

We received 4 correct entries identifying **Terry Jacks** as the artist who recorded the #1 song, "Seasons in the Sun."

The winner was **Stephen Ketchmere** of Gates Chili High School.

MUSIC TRIVIA

This weeks question:
From what 1966, Simon & Garfunkel song do the following lyrics come from? "A winter's day in a deep and dark December."

A: _____

Rules:
Each week, the Courier-Journal, in conjunction with the House of Guitars will feature a Music Trivia contest. All you have to do to enter is answer the question, fill in your name and address and the school you attend (if applicable), cut out the coupon, and send it in to the Courier-Journal. If more than one correct entry is received, a drawing will be held and one winning entry will be drawn.
If yours is the winning entry, you will be mailed a coupon for a free album or tape of your choice redeemable at the House of Guitars, 645 Titus Ave. All entries must be received within seven days of this paper's issue date. Winning names and answers will be printed the week following each drawing.

The Courier-Journal Music Trivia
1150 Buffalo Rd.
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