

COLUMNS COMMENTARY

'Supplementing' our discussions

By Karen M. Franz
Editor in chief

Many of you probably know by now that we've been making some changes in our advertising department. That process began with former Advertising Manager Bernie Puglisi's decision to step down from the full-time managerial position due to growing involvement in his outside businesses.

Bernie is still with us, however, working as a part-time sales representative. Management of the department has been turned over to Ray Frey, former advertising manager of the *Lake Shore Visitor* of the Diocese of Erie, Pa. And Kathy Welsh, an advertising account representative with the *Courier* for six years, is now assistant advertising manager/classified director.

We also plan to embark on telemarketing of classified ads, and to expand sales activity outside Monroe County through independent contractors.

These efforts are intended to increase the amount of revenue we derive from advertising sales. This is especially important now due to substantial price increases being levied on us by the U.S. Postal Service.

You probably have noticed that we have published more small papers in 1993 and 1994 than we did in the previous five years. That has been necessary because advertising revenues have not lived up to budgeted expectations. But we hope to reverse that trend as we move toward 1995.

One of the newspaper industry's time-honored methods for increasing advertising revenues has been the publication of "supplements" — extra sec-



BETWEEN THE LINES

tions that appeal to certain advertisers more than would the newspaper's regular editions.

As I noted last month, we have been publishing virtually the same roster of supplements in each of the past several years, and some of them have become stale. So we have been considering possibilities for 1995 — from both the content and revenue-enhancement perspectives. We have already incorporated into the discussion the input some of you kindly provided in response to my previous column.

We met several hours last week brainstorming supplement possibilities. In addition to identifying eight existing supplements that should probably be continued, we generated 34 new ideas.

It would be impossible to use all 42 ideas in 1995 — we'd have a supplement almost every week if we did! And

some of them are so closely related that they probably can be combined. During the next month, we'll decide which to proceed with for 1995, and which to hold over for possible publication in 1996 and thereafter.

For now, I'd like to present the entire list. And in response to the suggestion of Mr. Gordon Gorsier, I'll do so in the form of a ballot. If you'd like to participate in our weeding-out process, please use the lines at the left of each idea to mark your preferences in rank order. (Your favorite idea should be marked No. 1 and so forth.) Feel free to rank as many as you like, but don't assign any one number to more than one idea. Mail ballots to me at: Catholic Courier, 1150 Buffalo Road, Rochester, N.Y. 14624:

Possible survivors from 1994

- ___ Marriage (February)
- ___ Vacations
- ___ Summer Recreation
- ___ Graduation
- ___ Health Care
- ___ Education/Back to School
- ___ Fall Marriage
- ___ Respect Life

New Ideas Grouped by Theme

Spiritual Life and Religious Practice:

- ___ Sacraments
- ___ Spirituality: retreat centers, Bible Study, spiritual books, etc.
- ___ Sacramentals — Origin and Use
- ___ Parts of the Mass
- ___ The RCIA

Special Age Groups:

- ___ Teenage Activity Guide
- ___ Careers for High School Seniors
- ___ Ministry to Young Adults

- ___ Retirement Planning
 - ___ Magazine for and by teens
 - ___ Religious Coloring Book
- #### Summer Activities
- ___ Summer Reading
 - ___ Summer Camping
 - ___ Summer Mass Schedule
- #### Family Life and Issues:
- ___ Parenting
 - ___ Separation and Divorce
 - ___ Media and Entertainment Guide for Families
- #### Vocations and Ministry:
- ___ Jubilarians/Retirees: combining in one section stories on priests and religious celebrating jubilees and retirements.
 - ___ Lay Vocations
 - ___ Women in the Church
- #### Liturgical Seasons:
- ___ Death and Resurrection
 - ___ Lent: meaning of the season, importance of rites, current church regulations, etc.
 - ___ Advent: how to joyfully celebrate the season with the whole family.
 - ___ Readers' Christmas Memories: letters, drawings, etc. by all ages.
- #### Finance:
- ___ Fundraising and Development
 - ___ Church Finances
- #### Mixed Themes:
- ___ Christianity in the Workplace
 - ___ Ecumenism and Interfaith Understanding
 - ___ Directory of Support Groups
 - ___ Christian Environmentalism
 - ___ Religion and the Arts
 - ___ Directory of Catholic Organizations and Clubs
 - ___ Cookbook: favorite recipes of readers, priests and religious.
 - ___ A Day in the Life of the Diocese.

Relief workers are heroes of our day

By Gregory F. Augustine Pierce
Syndicated columnist

Thank God for disaster relief workers. It is only because I know they are on the job, doing their work, that I can sleep some nights.

Take the recent example of the cholera outbreak among the Rwandan refugees. Detailed reports in the media brought home the horrible nature of that epidemic and the heroic efforts of numerous relief workers — like the members of Doctors Without Borders — to combat the disease.

Whether it is flooding in the state of Georgia, war in Bosnia, earthquakes in Asia, drought in Africa, or even homelessness in our inner cities, the followers of Jesus of Nazareth cannot help but be moved to help.

But what are we to do? Are we to



FAITH AND WORK

leave our homes and jobs and families to rush to each disaster scene to

do what we can, like some army of peripatetic Mother Teresas? Obviously not.

Surely we are all called to pitch in whenever the opportunity presents itself, and certainly we could all do more to be more generous with our prayers and our donations. But primarily we have to rely upon those who have been called to do this relief work to do so with competence, compassion and integrity.

For the most part, there is no room at these scenes for well-meaning amateurs who at best get in the way of the professionals and sometimes even make matters worse. We have to assume that a) these relief workers know what they're doing and b) they will call upon us for whatever they need from us.

This is a perfect example of how

the spirituality of work operates to make the world a better place. If we can count on each person to do the work that they are supposed to do, the rest of us can concentrate on doing the work that we are supposed to do. For, just as we are counting on the relief workers to do a good job for all of us, our workers to do our jobs.

Meanwhile, it is also part of everyone's duty to make sure that disaster relief workers have the resources they need. To that end, we all need to encourage our public officials to support disaster relief efforts, and we all need to be as personally generous as we can. If you haven't sent a check recently, think about it.

The address is Catholic Relief Services — Rwanda Relief, P.O. Box 17090, Baltimore, Md. 21203.

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