

## Courier teams plan new features

By Karen M. Franz  
General Manager/Editor

Thanks to those readers who responded to my last column, which sought input on a variety of new features the *Courier* staff was considering.

That input was guided us when we met last week to revisit the list of features we brainstormed during our last session. We identified five of the items on that list as "low-hanging fruit," the management-school term for improvements that can be accomplished with minimal effort. Implementation of all five began right after our meeting, and two can be seen in this issue: the Daily Readings box appearing below Father Shamon's "A Word for Sunday" column and the page four nominations call for "Good Samaritan" awards.

The remaining three items are as follows: 1) dedicating one cover story per month to topics on which adult educa-



### BETWEEN THE LINES

tion is needed; 2) seeking pastoral staff input on the types of educational stories we should pursue; and 3) offering readers the opportunity to purchase

discount-rate copies of encyclicals and other important church documents.

We also identified three projects that would require some study and resource reallocation: 1) adding a monthly feature or column for young adults; 2) increasing photographic coverage of community news and features — especially outside Monroe County; and 3) adding a monthly feature and/or column on parenting and family life.

Cross-departmental teams of *Courier* staffers agreed to spearhead these projects. And, to make room for these additions, two additional teams became necessary. One will revise our current calendar-page format to make room for photos. The other will consider creative ways to combine the three pages we allocate to youth and sports coverage during the school year into a weekly two-page spread for teenagers.

If you have teenage children or grandchildren, we'd love for them to

tell us what they want to read in the *Catholic Courier* — and what format would make that material most interesting for them. Send their responses to me; and I'll get them to the team members working on this project.

Our youth page this week highlights a young woman from Penn Yan who plans to tour with the group Up With People after graduating from St. Bonaventure next spring. We at the *Courier* would like to highlight another Bonaventure student and prospective Up With People performer, our summer intern, Scott Van Derveer.

Scott returned to school this past weekend after a couple of solid forays into feature reporting, some tedious microfilm research and lots of laughs in the *Courier* office. We extend our thanks and best wishes to him and to Father Tim Keating at the Notre Dame Retreat House, who sent Scott our way.

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