

DIOCESAN NEWS

Churches make Rochester airwaves

By Mike Latona
Staff Writer

ROCHESTER — A growing number of Rochester churches are deciding they're ready for prime time.

Television ads promoting both Catholic and non-Catholic churches, which first aired in July, have been brought back by popular demand on WHEC-TV 10. Catholic parishes featured so far include Blessed Sacrament, Sacred Heart Cathedral and St. Anne, all in Rochester; and St. John the Evangelist in Greece.

Several more ads and featured churches are planned for the upcoming year, said Christine Sibilio, WHEC's research director. Each series will run 10-14 days.

"They have precipitated a greater response than we expected," Sibilio said. "We've heard back from some of the churches and they said they've had increased attendance and financial contributions."

Obituary

Biblical instructor dies in Israel

A memorial service for Daniel W. Casey Jr., was scheduled for Jan. 25 at St. Monica's Church, Rochester. He died in Jerusalem Jan. 9, 2000, at the age of 52.

Professor Casey, as friends say he liked to be known, was ordained a priest in 1975 for the Syracuse Diocese but had resigned. He had just finished leading a tour of Israel earlier in the week he died.

He was a scholar in residence at the Tantar Ecumenical Institute in Jerusalem, where he had spent six months in each of the past few years. He also had offered workshops and seminars in Rochester-area churches on the sub-

Sibilio said the idea originated with Father Bruce Ammering, pastor at Rochester's Blessed Sacrament Church.

"Once after Mass he asked me, 'Christine, you work at Channel 10. How much would it cost to advertise?'" recalled Sibilio, a Blessed Sacrament parishioner and lector.

Pam Fagnoli, Blessed Sacrament's assistant administrator, added that Father Ammering wanted to promote Catholic parishes on TV because other denominations were doing it.

"He saw that the Mormon Church put its ads on all the time and said, 'Why can't they do that for the Catholic churches?'" Fagnoli said.

Sibilio made some inquiries at Channel 10, and the result was an ad produced by the station. It starts out showing a young adult couple and a close-up of their toddler, with a voice-over saying:

"In his life there are going to be many directions he can take — lots of decisions,

even moral challenges. There are going to be questions that you just can't answer for him. How will you prepare him?"

In the commercial's second part, the family is greeted in a church doorway. Finally, three church exteriors are shown and identified as the voice-over concludes:

"There are some answers. Why not start now? Make the decision. Visit a church this weekend."

The full-length commercial lasts 30 seconds. A 10-second version has also run frequently. The ad, except for the exterior shots, was shot at Blessed Sacrament. The original commercial featured St. Paul's Episcopal, Sacred Heart and Lutheran Word of the Incarnate churches.

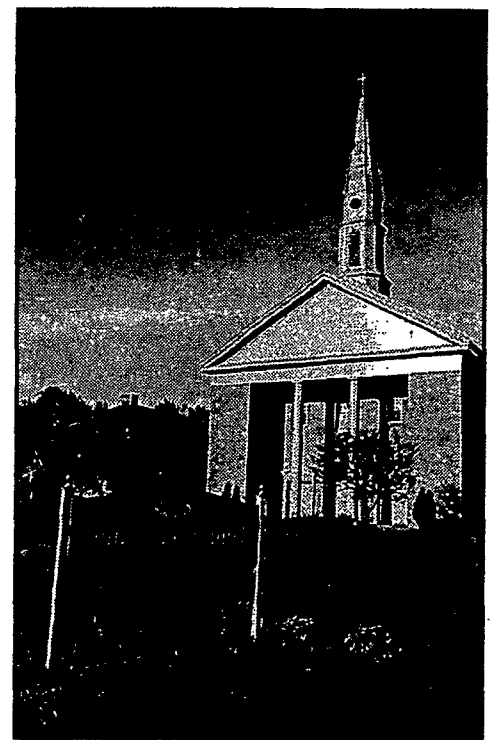
In December, St. Anne, St. Thomas Episcopal and Higher Heights Church of God were highlighted; in January, Blessed Sacrament, Greece's St. John the Evangelist and Genesee Valley United Methodist were featured.

Sibilio said that a young adult family was profiled in the commercial because her research revealed that this would be the most crucial audience to reach. These people, she said, frequently "don't go to church every week, or maybe they just go at Christmas and Easter."

Father Joseph D'Aurizio, pastor at St. John the Evangelist, supported that notion, saying that attracting this age group was a primary reason his parish decided to become part of this television advertising campaign.

"This says in effect, we've got to get young people interested," Father D'Aurizio said. "A lot of people are no longer active in the practice of their faith."

Sibilio said that the commercials generally air when young adults are mostly likely to be home and watching TV — either during the morning news, or in the late afternoon and prime time.



The latest series of ads concluded Jan. 24. Fagnoli said that Blessed Sacrament Church covered all expenses for last summer's ads, and that the costs are now shared by all participating churches.

The inclusion of non-Catholic denominations was a goal of Blessed Sacrament's from the beginning, Fagnoli said.

"We have, in the past, tried to be a little more ecumenical here," she remarked.

Sibilio added that several additional churches have called her, asking to become involved in future commercials. Any denomination is eligible, she said, as long as the other participating churches approve.

Sibilio has arranged for Channel 10 to absorb production costs, and also for churches to get substantially reduced rates. In general, she noted, TV advertising for local churches has not been widespread because "it's very cost-prohibitive." Though she declined to give specific rates, Sibilio said that a 30-second spot in prime time ordinarily costs thousands of dollars.



"Taking care of a house became more trouble than it was worth for my wife and me, so we started looking into various retirement options and decided Chapel Oaks was the ideal place to go. The staff is so attentive to our every desire. We recently went to Grand Cayman and when we came back, our apartment was safe, secure and immaculately clean.

Now that's service!"

— John and Betty Fulton
Rochester, New York

No Entrance Fee Required. Call us today!

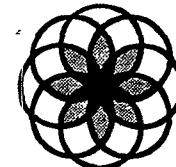
"We Fell in Love with the Peace of Mind."

The French call it *joie de vivre*, or love of life. That ability to approach life joyfully and fully appreciate all that each day has to offer. Every day, residents of Chapel Oaks, Rochester's newest and finest rental retirement community, are finding the joy of retirement living. Once you've experienced life at Chapel Oaks, you may find yourself falling in love with the true joy of living all over again.

Fall in love with the *tradition* of St. Ann's of Greater Rochester, Inc., who for 125 years has provided senior adults with a truly fulfilling retirement lifestyle. The *location* of being perfectly situated on 14 beautiful, secluded acres of the St. Ann's campus and just minutes away from Rochester's finest shopping, entertainment and cultural activities. The *independence* to continue an active life style without routine maintenance and tiresome daily chores. The *value* of a rental concept with no entrance fee, which makes Chapel Oaks Rochester's most affordable retirement living options. The *convenience* of exceptional services and amenities, and the spacious one- and two-bedroom

apartment homes. Or, fall in love with the *security and peace of mind* that comes from having priority access to a full continuum of health care services right on the St. Ann's campus.

Retirement is your time to seize the day and life to its fullest; to experience your "joie de vivre." Please call (716) 342-3052 for more information about Chapel Oaks or to arrange your personal tour. Once you see all that we have to offer, you may just find yourself falling in love with the true joy of living all over again!



ST. ANN'S
CHAPEL OAKS

Full of Life

1550 Portland Avenue Rochester, NY 14621
(716) 342-3052

An affiliate of St. Ann's of Greater Rochester, Inc.

