

How The Name For '*The Mirror*' Was Chosen

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The naming of any new venture is always a difficult task, whether it be a new baby, a business, or a new newspaper. The picking of the name for the Springfield-Cape Girardeau Diocesan newspaper was no easy task either. The choice of *The Mirror* was revealed last week by His Excellency, Bishop Strecker. The publication of the name followed the final vote of judges on suggested names for the publication.

418 Suggestions Received

Priests, religious and laymen of the diocese, as well as persons outside the diocese submitted 418 suggested names for the newspaper. These were submitted to seven judges—one layman, one sister, two laywomen and three priests from across the diocese. Working independently of one another they were asked to choose no more than five and no fewer than three names from among the 418 original suggestions.

Twenty-nine names were selected which were resubmitted to the judges. On a basis of five points for first choice, four points for second choice, and finally down to one point for fifth choice, the choice of name was narrowed to three possibilities.

The three names from which the judges were to make a final choice were submitted to them in the order in which they were drawn from a hat. They were *The Mirror*, *The Word*, *The Image*. Judges were asked to express their preference, voting five points for first choice, three points for second choice, and one point for third choice. In his final letter to the judges Bishop Strecker wrote, "We hope for a winner! All three names seem to convey the purpose of the Catholic Press— all seem appropriate— any of the three should receive the approval of our people."

The Winner

The winning name is *The Mirror* with 29 points. Judges gave *The Word* 21 points and *The Image* 13 points. Winners of the \$100 prize are: Miss Mary Johnson, R.N. and Miss Linda King, R.N., Lay Extension Volunteers working at St. Francis-Mountain View Memorial Hospital, Mountain View. The volunteer nurses think the name, *The Mirror*, appropriate in view of an address by Pope Paul in the press. The Holy Father said, "A newspaper... is a reflection of the non-sacred character of life as it is lived. A newspaper is a mirror, and must be an ample and faithful mirror. It is answerable to a fundamental requirement of its own: to inform, to report the news, to tell things as they are, to serve the truth, which we might describe as photographic, the truth of events, of facts, of daily happenings, the objective truth of the world that surrounds us and move around us."

The winning Volunteers also feel, in the Holy Father's words, that as a Catholic newspaper, *The Mirror*, "...should not only inform but also form the reader. It must stimulate the kind of healthy outlook that classifies facts in accordance with higher principles and, in one sense or another, idealizes them, making them food for thought for whoever comes to know them by reading the paper." On another occasion, speaking recently to Catholic journalists, the Holy Father said, "your Catholic Press...is the mirror of the world— telling things as they are in the truth."

Concerning the final choice, Bishop Strecker said, "The great number of suggestions indicates the interest and enthusiasm of the people of the diocese in their new newspaper. I am pleased with the final decision of the judges; and I congratulate Miss Johnson and Miss King."