

THE CATHOLIC WOMEN'S LEAGUE OF CANADA
ANTIGONISH DIOCESAN COUNCIL
COMMUNICATIONS ANNUAL REPORT FOR YEAR 2015
Doreen Boudreau – Standing Committee Chair

I received 22 out of a possible 40 reports, and out of these, 2 councils reported having no chair.

Councils worked on different projects and adopted some pretty ingenious ways of getting the message out. For instance, one council enlarged the « Pornography Hurts » postcard to make posters and asked parishoners to sign a large white ribbon that was then sent off to their MP. This brought home in a very profound way the damage being caused by pornography and the sex trade.

I was very happy to see that several councils have been publishing their own newsletters. One council reported that as a result of promoting the work of the CWL in this way, their council had an increase in membership.

Some councils have created their own Facebook page. This is a wonderful way to keep members and the general public informed on the wonderful work you do, as well as promoting upcoming events. People always like to see photos of your activities and this is a great vehicle for « showing off » to a wider audience. Some councils also keep in touch with their members through e-mail.

In our electronic age, these are all great ways to reach out to our members who are unable to attend our meetings on a regular basis; keeping them informed and giving them a sense of belonging.

The parish bulletin and calling lists are still, by far, the most common ways of getting the word out and promoting such projects such as « Gramma's Attic », « Mats 4 Haiti », « Shower » to collect essential items for Women's and Men's Shelters, Special Anniversary Celebrations, etc. One council adds a short prayer at the end of their bulletin notice that parishoners can reflect on at home.

Councils have also written articles that have appeared in local newspapers, our diocesan « Back to Basics » newsletter and the Be League. Items have been reported on local radio and television stations.

All of these means of communicating provide exposure for the CWL and shows our pride in the service we render to our communities and our country.

The annual reports indicate that a majority of councils use the resources available at different levels of the League. The League Magazine and Be League are used at meetings, councils engage in letter-writing campaigns, support religious programming through Salt and Light TV, Vision TV, and EWTN, and they read and share the communiqués from their counterparts at the provincial and national levels.

As always, I am very impressed with the different means you have undertaken to get the message out. Sharing them in this way will, I am sure, inspire other councils to adopt your tactics. To all my sisters in the League I say « Keep up the good work » as you embark on new projects for this Jubilee Year of Mercy.

Respectfully submitted,

Doreen Boudreau