

Communications Workshop
Fall Conference, October 17, 2015
Doreen Boudreau, Chair

Good afternoon Ladies, Reverend Fathers :

How many of you are new in the Communications Chair?

Congratulations on being chosen by your fellow CWL council members and thank you for accepting the challenge.

One Heart, One Voice, One Mission (Together We Serve). As CWL members, we are called to love with One Heart, communicate with One Voice and serve with One Mission. As Communication Chair of the Antigonish Diocesan Council of the Catholic Women's League of Canada, I would like to lend my voice to the collective « One Voice » and share some ideas of how we can share the Good News to our members and the community at large.

The CWL across Canada has been influential in bringing about positive changes when the need arises. This usually starts when one person, or a group of people, sees a need in their own community. This gets communicated at meetings and goes up the chain. We all know how it works. However, how does the average « Joe » know about this? Is there a perception in your community that we are a bunch of ladies that people turn to to provide sandwiches and sweets after a funeral? Don't get me wrong—that is a very important service and I wouldn't want to belittle that function since I am Chair of catering in my own parish council. That is what the people see, so they know that we provide that service. But how do people get to know what else we do? Here are some suggestions I would like to share with you :

At the local level :

- Publish your Good News stories in your parish bulletin : Did you sponsor a youth for the Stubenville Conference? Did you have a sewing bee to provide much-needed blankets for a shelter? Our council crochets sleeping mats for Haiti from clean used milk bags (the outer bag that holds the 3 pouches of the 4 litre bag variety). Whatever the project, it is usually done without fanfare and is not known in the community at large. Let it be known!
- Send an article to your local newspaper (photos are always nice to add but remember that you need written permission from the people who appear in the photo before you submit to publish)
- Use your local radio or TV station to do interviews or announce upcoming events
- Create a newsletter and ask that it be added as an insert with the bulletin. I would like to issue a challenge to each parish council to create a newsletter. I will be looking for this in your annual reports.

..... /2

(Just as an aside, I would like to draw your attention to the Antigonish Diocesan Council Newsletter which you will all get today and which has been added to your parish envelopes. There is an error in the « Dates to remember » section on the back page. The date for the Provincial Convention 2016 had to be changed due to a scheduling conflict. So please make this correction : Provincial Convention 2016 hosted by Holy Redeemer in Sydney will be held the weekend of June 10-12, 2016).

- Use Facebook and Twitter to publicize your events or « Toot your own Horn »

At the diocesan level :

- Send me items to be added to our newsletter. What would **you** like to share with your sisters in our Diocese?
- You can always email me your news and I can pass it along through our distribution list.
- We are hoping to create our own website so articles could be passed along that way.

At the provincial level :

- Carol Pottie is our Provincial Chair of Communications. If you have something you want to appear on the Provincial website, please send it to me so I can forward it to her.

At the national level :

- We have our wonderful e-Newsletter – **Be League**. I find this a wonderful source for new ideas. Your Good News stories could inspire someone else. Submit your stories to communications@cwlc.ca (all small letters). Each province has a designated month to submit articles. December is the month devoted to Nova Scotia. Even if it is not your provincial council's month to submit an article but you have some hot information to share, please send it in as well.

What great work we do! WHO KNEW? Let's use our ONE VOICE to pass the message along!

As members of the CWL, we all receive the **Canadian League Magazine**. The articles in this magazine are timely and thought-provoking. I would like to encourage everyone to read their magazine. After all, it is OUR NEWS, OUR VOICE!

What should we do when we see that something just isn't right? When we see injustice?

We need to be pro-active on issues that affect the most vulnerable. Write letters to your elected officials stating your opinions on how the government deals with sensitive issues. Pornography and human trafficking are a black mark on our image as a free and welcoming country.

The PORNOGRAPHY HURTS awareness campaign will officially begin as soon as a new government is formed – next Monday. Make your opinion known. We have been told that the postcards we submit have the greatest impact when the following two things are included :

1. Ensure your name and return address is on the postcard in order for the minister to respond to you, and
2. Ask a question or ask for feedback from the minister. By asking the minister a question and by providing your name and address they can correspond with you.

I am providing postcards for you to sign. Please take them and make your feelings known. Here again, provinces have been given a designated month in which to send out the postcards so that the government will be reminded of our stand year-round. Nova Scotia's month is October. So don't wait. Mail them out on Tuesday; as soon as you know the name of your MP. NO POSTAGE NECESSARY. Just drop them in the mail.

I encourage you to take the time to check out our resources. Visit our National Website at www.cwl.ca and our Provincial Website at www.cwl.ns.ca. Hopefully, by Spring Convention time, there will be a Diocesan Website. There is a wealth of information, resources and material available. Read the communiqués from your national and provincial counterparts. They are real eye-openers.

And above all; pray for guidance from Our Lady of Good Counsel.

I hope you have a wonderful day and a successful year!

I am your sister in the League,

Doreen Boudreau

Any questions?