

The Catholic Women's League of Canada



Antigonish Diocesan Council

Inspired by the Spirit, Women Respond to God's Call

TO: Council Communications Chair
 FROM: Diocesan Communications Chair
 DATE: April 28, 2018.
 SUBJECT: Communications Chairperson's Duties
 MEMO: # 4 (2017-2019)
 CC: Parish Council Presidents, Diocesan Officers, Provincial Secretary (for distribution to provincial counterpart), Life Members (upon request)

To announce & communicate, by words & action, the Good News of the gospel.

Information from Executive Handbook

Chairpersons should:

<p>THE CANADIAN LEAGUE MAGAZINE <i>The best asset any organization can have is a publication through which its aims, objects and news may be broadcast among its members.</i></p>	<ul style="list-style-type: none"> • invite members to contribute articles to the magazine • encourage members to read the magazine • encourage members to use the magazine as a resource & send you articles • use articles to present at meetings • submit items for On The Spot (online) • refer to communiques on all levels of the league and relate the information to members
<p>Media for Evangelization <i>The world new frontier for the mission of the church because it is undergoing a rapid and innovative development and has an extensive world-wide influence on the formation of mentality and customs</i></p>	<ul style="list-style-type: none"> • publicize faith-oriented programs • publicize World Communications Day (first Sunday in June)
<p>Media Relations to promote the League <i>The introduction of the electronic media expands the League's ability to publicize Christian values.</i></p>	<ul style="list-style-type: none"> • be responsible for releasing all council news stories, in consultation with the president • make use of local media to advertise council activities and special events • encourage members to utilize the League's Web site for up-to-date information. Try to keep the website up-to-date • encourage members to make use of Facebook and Twitter • organize telephone committees to invite members to monthly meetings, special events or activities.

<p>Media Evaluation and Promotion of Good Content <i>Freedom of speech has been recognized as a basic right. With this freedom comes responsibility.</i></p>	<ul style="list-style-type: none"> • encourage members to monitor media content • encourage members to make their opinions known to producers, network executives, advertisers, Canadian Radio-television and Telecommunications Commission and the Canadian Broadcast Standards Council • encourage and promote good television viewing • encourage members to observe children's use of the Internet • Be aware of what the Federal Privacy Commissioner is saying concerning Social media • Use simple language, treat media with respect, refrain from "personal or off cuff" comments • Promote good movies, books, websites and music • Always clear any media information with your president • Council President is official spokesperson
<p>Newsletters and Bulletins <i>The written word is a fixed and visible means of publicity.</i></p>	<ul style="list-style-type: none"> • publish a newsletter • insert items of interest in the parish bulletin regularly • arrange delivery of newsletters to shut-ins • You are responsible to take photos at all events, or appoint someone in your place.
<p>Pornography <i>Pornography dictates that the satisfaction of one's own desires is all that matters. It leaves in its wake broken marriages, estranged and molested children, shattered young people, and deteriorating neighbourhoods.</i></p>	<ul style="list-style-type: none"> • become aware of the influence that pornography has on children and adults. • support national campaigns such as Pornography Hurts • encourage members to continue writing to the prime minister, minister of justice and local members of parliament, urging them to continue to object to pornography in all its forms

Respectfully submitted,
Earlene Landry
 Antigonish Diocesan CWL Communications Chair