

Communications
Oral Report Fall Conference 2018
St. Marguerite Bourgeoys

1. I have listened to the Spirit and responded to God's call since 1998. The CWL has become a huge part of my life. I have served on the St. Anthony Daniel executive as communications chair, secretary, treasurer, organization, president, past president; on the Diocesan executive as secretary for (2 terms) and on Nova Scotia Provincial executive as secretary. I am now Diocesan Communications chair and a proud member of St. Marguerite Bourgeoys CWL.
2. We will touch on the Communications Standing Committee Chair
3. As Communications chair, we are expected to announce & communicate, by words & action, the Good News of the gospel to all members of the League and the community. I would like to share with you a few duties that fall under the communications chair.
4. Communications chair lists many headings to cover your duties
 - The Canadian League Magazine
 - Media by Evangelization
 - Media Relations
 - Facebook
 - Pornography
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5. **The Canadian League Magazine** is published three times a year and mailed to all members. It is the official publication through which the organization broadcasts its aims, objects and news among its members. The chairperson of communications has the ultimate responsibility for magazine content. Submissions are subject to the approval of the editorial board and the availability of space in the magazine. Articles relating to a particular standing committee are subject to approval and/or editing by the specific national chairperson.

Features appearing in every issue:

- articles by chairpersons and others
- council anniversaries / birthdays / notices
- president's message

- 6. On the Spot:** Is the communications tool for the purpose of spreading the good news of parish council events across the country. It provides frequent coverage of the council events and remains a work in progress, constantly dependent on input from councils. Councils may send more than one submission. Send articles to Natalia Bilynsky's email address: communications@cw1.ca

Submissions must meet a certain criteria to be posted to the website.

It's proper procedure to send your article to YOUR council president for approval before you send it to Natalia. The guidelines are on the National website. www.cw1.ca –

Organize - 600 series manuals – National Manual of Policy & Procedure – Pages 143.

I have copied the guidelines for you. They are in your president's package. Please ask your president for the copy.

Remember to identify yourself and your committee chair. Items must be about CWL events. How was the CWL involved? Council title and location must be mentioned.

- 7.** Councils are engaging through various social networking sites and **Facebook** is finding a prominent role in that list.

I have included the Do's & Don'ts of administering your Facebook page.

8. Media for Evangelization

- Promote the League (scarf, pins, pass on your magazine)
- Newsletters at least once a year, arrange delivery of newsletters to shut-ins
- Insert items of interest in the parish bulletin regularly Bulletins' items should be up to date.
- Phone committees

Let members know the date and time of your meetings, events or fundraisers.

9. Media Relations:

Be aware of Radio, Television and Newspaper articles. Keep members informed.

- 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, movies, books, websites and music
- encourage members to observe children's use of the Internet, show interest in what they are watching. Sometimes children accidentally click into a bad website. It doesn't take much. Sometimes just one letter.

10. 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.

Communications B.C. & Yukon Provincial Council presented a **Resolution 2017.02 - Mandatory Age Verification Mechanisms for Adult Pornographic Websites** and it was passed at National convention.

We have to keep an action plan to keep government officials informed of how we feel. Remember when you mail your Pornography Hurts postcards:

Address it to your MP, Federal Minister of Justice or Prime Minister.

Make a statement or ask a question and put your name & address on the postcard. No postage is required.

11. Resources and References

- Read the Communiqués in the Canadian League magazine. They are full of information.
- Resolutions are posted on the National League Web sites
If the approval stops at Provincial, then the Nova Scotia website will have a copy of the resolution.

National website is www.cwl.ca

Provincial is www.cwl.ns.ca

Antigonish Diocese www.antigonishdiocesancwl.ca

12. Record events by pictures or start an album for your council.

Send some pictures to be placed on the Diocesan CWL website or your council Facebook page

I'm sure some of you know that National has been working on a strategic plan. The National executive, (whose duty as the board of directors, encompasses providing the strategic direction for the Catholic Women's League of Canada), has formed a steering committee to present a five year plan that encompasses all levels of the League. Changes are coming. I hope some of you applied to be part of the Nova Scotia Provincial Council AdHoc Committee to Explore Current CWL Council Structure.

- Due to the popular use of hand held technology, an update to the National website was felt to be necessary so that the website would be easier to navigate and view on various devices.
- Encourage members to view the website often.

Know that you have help. Don't be afraid to ask for it.

Communications is a lot to cover. Please do what you can, when you can. Contact me by email or phone.

Thank you to all of you for the work you do for the Catholic Women's League.



Respectfully submitted:
Earlene Landry
Communications Chair