

## COMMUNICATIONS STANDING COMMITTEE



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

### **DUTIES of the CHAIRPERSON**

The duties of the chairperson are:

- *The Canadian League* magazine
- Media, including social media:
  - (i) for evangelization
  - (ii) to promote the League
  - (iii) evaluation and promotion of good content
  - (iv) newsletters and bulletins
- media relations
- pornography

The chairperson should:

- refer to communiqués and/or annual reports from all levels
- study and act on League resolutions adopted at each level pertaining to this standing committee
- file with the recording secretary a copy of monthly and annual reports

### **THE CANADIAN LEAGUE MAGAZINE**

*The best asset any organization can have is a publication through which its aims, objects and news may be broadcast among its members.*

*(“Except the Lord Build the House...”)*

The chairperson shall:

- invite members to contribute articles to the magazine
- encourage members to read the magazine
- encourage members to use the magazine as a resource

## **MEDIA for EVANGELIZATION**

*The world of the mass media represents a 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.* (Christifideles Laici)

The chairperson shall:

- publicize faith-oriented programs
- publicize World Communications Day (first Sunday in June)

## **MEDIA to PROMOTE the LEAGUE**

*The introduction of the electronic media expands the League's ability to publicize Christian values.*

The chairperson shall

- 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
- encourage members to make use of Facebook and Twitter

The chairperson should:

- encourage the council to budget sums of money for publicity
- encourage members to access information through their community access sites, i.e., libraries, schools
- organize a telephone committee to invite members to monthly meetings and special events

## **MEDIA EVALUATION and PROMOTION of GOOD CONTENT**

*Freedom of speech has been recognized as a basic right. With this freedom comes responsibility.*

The chairperson shall:

- 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

The chairperson should:

- organize a program inviting members to discuss television/radio programs, newspaper articles, movies and rock/music videos
- be aware of software programs and chips available to help censor media content, i.e., *Net Nanny* for computers, V-chip for television
- request a copy of, and follow, television rating guide

## **NEWSLETTERS and BULLETINS**

*The written word is a fixed and visible means of publicity*

The chairperson shall:

- publish a newsletter
- insert items of interest in the parish bulletin regularly

The chairperson should:

- arrange delivery of newsletters to shut-ins

## **MEDIA RELATIONS**

*Positive relationships promote positive images.*

The chairperson shall:

- be aware that the council president is the official spokesperson
- introduce the president to the media in her area
- attend workshops/seminars on media relations
- ensure that information received from all other levels is shared with members
- subscribe to at least one Catholic newspaper

## **TIPS on MEDIA INTERVIEWS**

The chairperson should:

- discuss questions to be asked before the interview begins
- remain focused on the objective of the interview
- recognize that what is said could be quoted, so words should be chosen carefully
- prepare short clips of words and phrases
- ask that unclear questions be repeated
- refrain from personal comments and speaking off the record
- treat all journalists with respect
- observe media deadlines
- have back-up materials available for quick reference
- use plain language

## **PORNOGRAPHY**

*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.*

The chairperson shall:

- become aware of the influence that pornography has on children and adults
- support national campaigns such as Pornography Hurts

- promote organizations concerned about and working towards the elimination of pornography
- 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

## **RESOURCES and REFERENCES**

*The Canadian League magazine* – a list of articles pertaining to each standing committee, as well as copies of individual articles, are available from national office.

**Communiqués** from national chairpersons are regularly posted on the League Web site: [www.cwl.ca](http://www.cwl.ca).

Ongoing **resolutions** are posted on the League Web site and are also available upon request from national office. Resolutions adopted at the annual national convention are published in the fall issue of *The Canadian League magazine*.

The following are available from national office:

- *National Manual of Policy and Procedure*
- *Resource List*
- *Constitution & Bylaws*
- *Personal Letter Writing Guide*

### **Canadian Conference of Catholic Bishops (CCCB)**

CCCB Publications Service	Phone Toll-free: (800) 769-1147
2500 Don Reid Dr.	Fax: (613) 241-5090
Ottawa, ON K1H 2J2	Web site: <a href="http://www.cccbpublications.ca">www.cccbpublications.ca</a>

### **Canadians Addressing Sexual Exploitation (C.A.S.E.)**

C.A.S.E.	Phone: (519) 728-3432
360 Country Rd. 31	Web site: <a href="http://www.4case.ca">www.4case.ca</a>
Belle River, ON N0R 1A0	

**Current addresses for additional resources** may be obtained from national office and/or your diocesan council.