



The Catholic Women's League of Canada

**PRINCE ALBERT DIOCESAN COUNCIL**

**President: Shirley Lamoureux**

**Spiritual Advisor: Fr. Maurice Fiolleau**

**Spiritual Advisor: Fr. Greg Elder**

***National Theme: Inspired by the Spirit, Women Respond to God's Call***

**September 24, 2017**

**Communiqué #1**

**To:** Prince Albert Parish Communications Chairpersons (for action)  
Prince Albert Parish Council Presidents (for information)  
Saskatchewan Provincial Communications Chairperson (for information)  
Prince Albert Diocesan President (for information)

**From: Lorraine Thibeault, Prince Albert Communications Chairperson**

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Good Afternoon, Parish Communication Chairpersons:

I haven't yet found out who all our parish Communications chairpersons are or who all our parish presidents are. For those of you for whom I have contact information, I pass on the "welcome aboard the Communications Standing Committee" from our Provincial Communications chairperson, Adele Giblin. Consider the following when passing on communications information:

1. **The Canadian League** magazine. Invite members to contribute articles to the magazine, to read the magazine, and to use the magazine as a resource.
2. **Media Evaluation and Promotion of Good Content:** Media, including social media, can be used for evangelization. Promote the League. Evaluate and promote good content. Use newsletters and bulletins. Publicize faith-orientated programs. Encourage members to monitor media content. Your members can make their opinions known to producers, network executive, and advertisers, Canadian Radio-television and Telecommunications Commission, and the Canadian Broadcast Standards Council. Promote good television viewing monitor our children's use of the Internet.
3. **Media relations.** Be responsible for releasing all council news stories in consultation with the president. Be aware the council president is the official spokesperson. Introduce the president to the media in your area. Make use of local media to advertise council activities and special events. Attend workshops /seminars on media relations. Ensure the information received from all other levels is shared with members. Subscribe to at least one Catholic newspaper.
4. **Tips of Media Interviews:**
  - 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 material available for quick reference.
  - Use plain language.
  - Remember, you are speaking for all Canadian CWL members, not your personal views.
5. Encourage members to utilize the League's websites for up-to-date information. Communiqués from national and provincial chairpersons are regularly posted on the websites. The National website is **www.cwl.ca**, and the provincial website is **cwlsk.ca**.
  6. National CWL has a **Face book** account. It is a great way to communicate as news items are posted directly to the Face book feed. The page includes updates on League activities, photos and stories. Please select the "like" icon on the Face book page to follow along. Share the updates with your friends.
  7. **Twitter** account is also a great social media service in which updates are restricted to 140 characters, making it user-friendly for busy members. Please follow **@CWLNational** for updates and feel free to "tweet" (and "re-tweet") League news.
  8. Members are encouraged to learn more about the use of **On the Spot** which was launched January 2017 at cwl.ca. It is a resource to share council news across Canada and all visitors to the national website. It focuses on the creative and meaningful activities you make happen in your council on a regular basis. **On the Spot** submissions will be posted immediately. Here are some suggestions to prepare your submission.
    - a. Each submission shall be typed and not exceed 50 words.
    - b. Each submission shall be limited to one topic and one to three photographs.
    - c. Councils may send in more than one submission.
    - d. Items must be about CWL events. How was the League involved?
    - e. Council title and location must be mentioned.
    - f. Items should be new or innovative and able to be replicated by councils.
    - g. There will be limited focus on anniversaries, service pins, members' years of service and members' birthdays. They may be listed. Details will only be included if there is significant importance of the event.
    - h. Any photograph taken at a public event does not require permission. A council could announce prior to photographs being taken that photographs are being taken and that they may be published. This would allow anyone not wanting to be photographed the opportunity to extract themselves.
    - i. Photographs should be cropped to eliminate distracting details and provide better balance.
    - j. Send photos separate from written article, and send photos with full resolution to ensure better clarity.
    - k. Newspaper articles will be eliminated unless they are clearly readable and authorization to reprint has been received.
    - l. Personal items and comments shall be excluded or edited out.
    - m. Submissions shall be reviewed and approved by the communications chairperson prior to being posted on the National website.
    - n. The executive director in consultation with the communications chairperson may decide to not publish a submission.
    - o. If you see information of Canadian interest that you feel pertains to CWL, like articles pertaining to our resolutions, send an article in.

Encourage members to **try an activity** such as a fundraiser, a prayer service, a workshop, a quilting bee, crafts, outreach to projects for community or other countries. Please include the members who were involved (if they allow), not just the product. Be creative. Adapt it to suit your members, and

submit an article to the national and provincial websites. Print a copy from the websites and take it to a council meeting. Usually members want to see themselves and their friends online and not everyone has a computer.

**A phoning tree** is a committee of members who phone other members to notify them of monthly meetings and special events. Emailing members is also a successful way of keeping them up to date.

**Newsletters and Bulletins:** Publish a parish CWL council newsletter and insert items of interest in the parish bulletin regularly. Many shut-ins appreciate delivery of newsletters.

**Pornography:** The chairperson should be aware of the negative influence pornography has on children and adults. Support national campaigns such as Pornography Hurts. You can obtain these postcards from National CWL office under "Resources-Forms". Write a short note in them and send them to our Minister of Justice and to the Attorney General of Canada, another member of parliament and / or the prime minister. Postage is free if sending to House of Commons. Write individually to the government, send an email, or call the government directly to let them know how you feel about pornography. One letter to government is equal to 100 voters. Let us keep the fight going by taking action now.

Well, ladies, there's so much information to pass on concerning communications. I hope that you enjoy yourself as your parish Communications chairperson. This is one area where it is so easy to get to know your members.

Take care. God bless.

Lorraine