



The Catholic Women's League of Canada
PRINCE ALBERT DIOCESAN COUNCIL

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

President: Shirley Lamoureux

Spiritual Advisors: Fr. Maurice Fiolleau and Fr. Greg Elder

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Communiqué #2

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

From: Lorraine Thibeault, Prince Albert Diocesan CWL Communications Chairperson

Good Morning, Ladies:

My name is Lorraine Thibeault, and I am your chairperson of the Diocesan Communications Standing Committee. I have been trying to find out who the Communications Chairpersons are in the parishes as well as the presidents of the parish CWL councils in the Diocese of Prince Albert since my election to the position in June. I now have two names for Communications chairpersons and contact information for quite a few presidents although not all the email addresses work. I'll have to rely on all of you to keep me up to date on who the presidents and the communications chairpersons in the councils are. Thanks for your help with this activity.

To date, I have two Communications Chairs: Barb Tracey for Sacred Heart Parish CWL in Loon Lake and Helen Menssa for Notre Dame Parish CWL in North Battleford.

I sent out my first communiqué on September 24, 2017 and only reached a few people. I am sending out the information from that communiqué again since many of you did not receive that communiqué.

First of all, I pass on the "welcome aboard the Communications Standing Committee" from our Provincial Communications chairperson, Adele Giblin. She asked us to consider the following thoughts when passing on communication information. I have

added some suggestions in brackets after her comments, and I remind you to introduce or try one or two things at a meeting. You and your members will be too overwhelmed if you try to do everything:

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. (Consider leaving a magazine in the sitting areas of businesses with their permission. Leave a copy in your lounge area in your church lobby or attached to a bulletin board. The magazine is a good recruitment tool; it shows the many areas of work we do for God and Canada.)
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. (If your members are on Facebook, encourage them to pass on messages about our events and fundraisers via Facebook. Invite friends to the World Day of Prayer and inter-church activities via Facebook. In my parish council, we have a young lady who is hoping to revamp our messaging system to include our 'tried and true' communications such as bulletins and bulletin boards as well as newer methods such as Facebook, websites, etc.)
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. (Actually prepare an article and have a photo ready for the media and or invite them to your event.) Introduce the president to the media in your area. (Find out who looks after communications in the parish and in the diocese. Advertise in the diocesan website and on the diocesan monthly newsletter.) 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:** (Be sure to share these tips with your president.)
 - 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. Use the League's Websites: 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**. (We have a space on the provincial website to put articles and photos of our parish and diocesan activities.) (See the information on On the Spot in #8 below.)
 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.
9. 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.

(In my parish council, we have mail files at the entrance of the church – one file for each CWL member. Meeting minutes are placed in those files within one week after our meeting. As well, messages of thanks, congratulations, Christmas and other greetings are placed in these files by our president. An announcement is made after mass reminding members to check their mail files for minutes and messages.)

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. (In your newsletters, include those members who have asked for prayers for themselves and for their family and friends. Include parish news that you want to highlight. Ask your Spiritual Development Chairperson for an appropriate prayer. For example, in February have a prayer or scripture reading focused on love for a Valentine's theme.)



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 the 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. You will never lack for information to pass on.

I have been working on a newsletter in which our Diocesan CWL Council will be introduced. I haven't had much luck receiving information from our members, but I continue to encourage them to send in a photo and brief biography; only what they would like me to include in the newsletter. I would like to include the parish presidents in this introductory newsletter. Would you presidents be willing to send me a photo of yourself with the name of your CWL council, how many members you have, and the community the council is located in as well as a brief bio of yourself. For example, you might tell us what other positions you hold in the CWL, other activities you participate in, your passion(s) such as skiing or quilting or gardening. You could highlight a CWL activity that you coordinated that worked out especially well, or, perhaps, you'd like to brag about your grandchildren. It's up to you what you include.

Take care. God bless.

Lorraine Thibeault