

Regina Diocesan CWL Communications Annual Report 2017

We are now into year two of the new electronic format for the Annual Report Forms. Last year we had 28 councils reporting and this year only 24. Of the 24 councils that did respond only 15 actually had a communication chair. Some of the councils mentioned that the questions that were asked were a wonderful reminder of all the things they could be doing. This could be used as a perfect program setting for the next year if it came out a little earlier. This would give the councils more time to complete them (potentially at a meeting) and also plan their next year together.

Keep in mind all percentages that I mention below relate to the 24 councils that replied to the survey.

News

With the loss of the Prairie Messenger in May of this year it was interesting to see that the Canadian League Magazine is still well read. It might be interesting to see if people would read it online as opposed to the mailed paper copy. This not only would save mailing costs but environmental costs as well. The articles written in the Winter and Spring 2017 magazines were very informative; the two most read were relating to Palliative Care.

Resolution 1978.03: Catholic Press – The CWL has encouraged members to subscribe and promote Catholic Newspapers, periodicals and magazines. Prairie Messenger was the most supported newspaper among the councils that replied. The loss of this paper will be felt by many. The other options that councils were using were either TV shows or Internet options such as Canada Daily Mass.

The National Convention Speakers were available to watch online by live feed. A little over 1% watched the live feed. I am not sure if the low numbers were due to members working and could not take the time to watch or members not having the computer to be able to watch the live feed. There was no mention of whether members watched the speeches at a later date.

Promotion of the League

Promoting the League was a very interesting section. National asked several questions based on News Releases. Most councils were doing the usual suggestions such as phoning trees but there were two that stuck out that not all councils were doing. They are preparing News Releases and setting up a budget for Publicity. Of the 24 councils who responded 7 do produce a newsletter. Most of those produced on a semi-annual basis. There was not one council that produced a budget for publicity.

Further on this topic of promotion the most used media for communication of events were church bulletin boards and church bulletins. Email, local newspapers and posters follow behind with National promotional items and school newsletters bringing up the rear. 45% of councils confirmed that they don't work with local media to help them promote events.

Video & TV

There are two video's that have been produced to promote the League – CWL Testimonial Video and Salt & Light's Women on a Mission. Less than 16% of councils have viewed either. Of those that did they rated them Good to Very Good.

Mary Kill's People - 58% of councils who replied took action and voiced their objection to this TV Show. National also asked if there was any other instances in 2017 where your council acted on inappropriate material. Almost 100% said no.

Pornography

67% of councils are informed of this topic by reading newspapers. Very few attend conferences or have speakers in. 30% don't deal with this topic at all. 54% chose not to participate in the distributing the Pornography Hurts postcards.

National asked us to view and hold a discussion the Over 18 Documentary which is described below: The producer's goal *"is to create a feature length film to address pornography addiction among children and teens. We've interviewed porn directors, porn stars, ex-porn stars, researchers, psychologists, and a 13 year-old who is overcoming a porn addiction"* 88% choose not to do this in their council.

Please keep in mind that filling out these reports are a huge help to other councils. Consider making this part of your November/December meeting so that you can all do it together!

This concludes my report.