

CWL Regina Diocesan Communications Communique #1 – August 2017

Lynn Jones, Regina Diocesan Communications Chair

With the dawn of the internet, communications has drastically changed over the past 20 years. The written letter has been exchanged for the written email, phone calls have been replaced with texting and tweeting, Facebooking, snapchatting and the newspapers have now moved to online news.

Just new to the position of communications I was excited to start receiving my own copy of the Prairie Messenger. Then along came my May 17, 2017 copy that announced the Prairie Messenger would be closing in a years' time. The Prairie Messenger is just another newspaper in a long line of papers that are either moving to an electronic version online or just closing all together. For those members who don't have access to the internet how do we communicate to everyone?

Adele Giblin is our new Provincial Communications chairperson and has passed on some advice which you may or may not be using already in your parishes.

***Phoning tree** is a committee who phones 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.*

On another note - the National website is now accepting articles for "On the Spot" which launched on the Provincial website in January of this year. It is a resource to share council news across Canada. Five Saskatchewan councils and the Saskatoon Diocese have already posted articles. Adele would like to see many more to show how active Saskatchewan councils are.

Here are some suggestions to prepare your submission. Some of these are from the previous Be League ideas and I think they may help you get started.

- 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. I quote from National CWL email response to us: "Any photograph taken at a public event does not require permission. Should a council wish to announce that photographs are being taken and that they may be published prior to the actual photographs being taken, 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. (Sending photos separate from written article AND send photo with full resolution to ensure better clarity.)
- j. Newspaper articles will be eliminated unless they are clearly readable and authorization to reprint has been received.
- k. Personal items and comments shall be excluded or edited out.
- l. Submissions shall be reviewed and approved by the communications chairperson prior to being posted on the National website.
- m. The executive director in consultation with the communications chairperson may decide to not publish a submission.

On a Provincial Note if you have anything that you would like to promote at the Provincial level please let me know. Some examples are a Council's Anniversary and special events. The Regina Diocese has a spot on the CWL Provincial website. Check it out! <http://www.cwlsk.ca/pages/dio-regina.html>