

**Catholic Women's League of Canada
Saskatoon Diocesan Council
Communications Annual Report 2017**

**To: Provincial Chairperson of Communications, Adele Giblin
Diocesan President, Marlene VanDresar**

From: Shelly Ternes, Chairperson of Communications

The communications survey had 26 councils responding resulting in a participation rate of 58 percent. Through the results it was revealed that one third of the responding councils do not have someone in this position and so the reporting was done by another member.

The League Magazine

Members were asked about the usefulness of *The Canadian League Magazine* and the results were quite positive with most finding it useful as a spiritual resource, an educational tool, an advocacy resource and a source for new ideas.

The winter 2017 edition was read by just over 75 percent of councils with the most popular articles being the *CWL 12 Hours of Prayer for Palliative Care* article followed by the *Spiritual Advisor's Message*, sharing third place the *Education and Health, Communications* and the *President's Message* sections.

The spring 2017 edition was read by almost 85 percent of councils with a majority interested in the article on *Palliative Care*. The *President's Message* and the *Spiritual Advisor's Message* also remained in the top three most read articles.

Media for Evangelization

Faith oriented programs have been promoted in 61 percent of councils. World Communications Day in June was observed by 4 of the 26 councils responding.

The most popular publication supported financially or through subscription was the *Prairie Messenger* with almost 70 percent of councils supporting this media. Of the listed publications *Salt + Light* and *Vision TV* ranked quite high 38 percent of councils indicated "other" publications.

The 2017 National Convention speakers were available to at-home viewers by live-feed, most councils do not know how many members tuned in. Those councils which did watch (3 of the 26 reporting) tuned in to the Ken Yasinkski presentations and the Town Hall discussions.

Media to Promote the League

Over half of the councils encourage members to use the C.W.L. website, this number drops quite a bit when it comes to Facebook and Twitter. The most popular media to promote councils events remains the church bulletin, bulletin inserts and bulletin boards followed by posters, e-mail, and phoning members.

The two videos produced to promote the League, the C.W.L.'s Testimonials Video and *Salt + Light's Women on a Mission*, got good reviews from the councils who watched them but well over 80 percent did not see these productions.

Media Evaluation and Promotion of Good Content

Councils have been active in monitoring media content and when they were asked to voice their objections concerning the series Mary Kills seventy six percent of them acted.

Newsletters and Bulletins

A small number of councils produce their own newsletters, (3 of the 26 responders), prepared by various members. These newsletters are published either annually, quarterly, or bi annually and distributed in various ways some by mail, email, or handed out.

Media Relations

About one third of councils use their local media for advertising and submit items for publication. One quarter of the responding councils will invite media to their events.

Pornography

Pornography remains an item of concern with the majority, nearly 70 percent, of councils reading articles on this topic and yet 60 percent of councils did not participate in the mailing of Pornography Hurts postcards.

In March councils were asked to view the documentary Over 18 and if possible have discussions on this information, and only one of the responding councils heeded this request.

On the topic of Resolution 2017.02 Mandatory Age Verification Mechanisms for Adult Pornographic Websites one half of councils talked to their members making them aware of the concerns and half of those (25 percent) took action by contacting parliament members and monitored the government's response.

Councils continue to be active in many ways, without chairpersons on these committees some information may not being brought forward. There are some topic questions that councils were not even aware of this past year. Members may be responding individually to some of these items of which the convener is not aware and so would not include in the reporting.

Respectfully submitted by:

Shelly Ternes