

**Communications Annual Report 2014**  
**Gloria L.**

*Calgary – Cathy B.*  
*Edmonton – Judy Z.*  
*Grouard-McLennan –*  
*Mackenzie –*  
*St. Paul – Karen C.*

*The Canadian League* magazine – Most councils reported promotion of *The Canadian League* magazine as well as the *Be League* e-zine. Councils reported using the *Be League* as a resource during meetings and articles were submitted by councils to both of these national publications.

**Media** – As mentioned above councils are continuing to use and promote both *The Canadian League* magazine and the *Be League* E-zine. Some reported sharing copies of *The Canadian League* magazine with parishioners to advertise the League. Many referred to their diocesan websites and newsletters. Subscriptions to the *Western Catholic Reporter* were encouraged and a couple of councils reported using the *Western Catholic Reporter* and *Catholic Digest* for information.

There are a number of councils who publish their own newsletters and include them in the parish bulletin as well as e-mailing or providing copies to members. One council mentioned making a deliberate effort to maintain a regular presence in their parish bulletin in an effort to increase membership, and reported they were very successful. Bulletin boards continue to be utilized to promote the League and one council had success using theirs to attract new members. A few councils reported members speaking at Mass about the Catholic Women's League.

Several councils publicized their events in their local media. One council noted they had an excellent relationship with their local newspaper which often sent a reporter and photographer to their events.

Councils were aware of the national theme “We Have Seen the Lord” and tried to incorporate the theme into their activities and relationships with one another. One council reported using the theme for their 50<sup>th</sup> anniversary celebration and made a banner for the church hall. Other councils made banners or used the theme on their bulletin boards.

**Pornography** – Several councils participated in the Pornography Hurts campaign by signing the postcards and mailing them to their Member of Parliament and Justice Minister.

**Conclusion** – Although not all councils have a Communications Standing Committee, the work done in this area is greatly appreciated. We are called to holiness through service to the people of God. Our new national theme “One Heart, One Voice, One Mission” challenges us to embrace the call through prayer, trust, and personal encounter. How will you answer the call?