

## ALBERTA MACKENZIE 2018 ANNUAL REPORT for COMMUNICATIONS

Chairperson: Annette deBoer

### 5 of 5 Diocesan Councils Reporting

#### Communications Standing Committee

Calgary:  
Edmonton:  
Grouard-McLennan:  
Mackenzie-Fort Smith:  
St. Paul:

#### Diocesan Councils Reporting: 5 of 5

Barbara Learmont  
Carmen Routhier  
Donna Prevost  
Theresa Hickey  
Dianne Parenteau

Annual Reports – the “bane of our existence” to so many, but so important for sharing the League’s activities, successes and challenges with each other and with the community as a whole. It is not known how many of the non-reporting parish councils have a Communications Standing Committee chair, but in those reporting approximately 75% had a chairperson.

**The Canadian League** continues to rate as a good to excellent guide for members as an educational tool, as a resource for advocacy / action, and new ideas. The articles that most resonated with members in 2018 were *What’s a Human Worth? Human Trafficking Price Tag*; *Being Present and Responding to God’s Call*, *There is no “I” in “Team”: Every One in the Council is Vital for Success*, *Sanctity of Life at All Ages and Stages*, and *Mental Illness and Legislation*.

The President’s message and updates were also appreciated. Members suggested that future articles might focus on women’s health, promoting vocations, teaching the faith, information on hosting a successful retreat, and transitioning with aging councils. Members also pass the magazine on as a way to share the League with women who are not yet members; in fact one council suggested ordering extra copies to pass out at church.

#### Use of Media

The number of reporting councils that said they promoted faith oriented programs ranged from 75% to 44%, and an even smaller number supported Catholic newspapers, periodicals, and magazine publications financially. Individual members did continue to subscribe, but unfortunately it is easy to see why we have lost so many good Catholic newspapers in recent years. World Communications Day, the first Sunday in June, is not often mentioned.

*Canadian Daily Mass.com* and *Mass for Shut Ins*, Salt and Light TV, Vision TV, ETWN all were popular with councils and/or members. A number of other online sites were also used to provide spiritual enrichment to members and individuals.

83% of councils (very similar to last year) indicate that they have encouraged their members to visit [www.cwl.ca](http://www.cwl.ca) for current information. Fewer than 50% encouraged the use of **Facebook or Twitter** in relation to CWL. There were mixed reviews on the new national website format, with some councils finding it difficult to navigate. The search bar that has since been re-installed might assist some who had difficulty in accessing the information they were looking for. Several councils indicated that the CWL website is one of their primary sources for information, and a good source for resources.

It was common throughout the reports that fewer than 25% of reporting councils took advantage of the live-feed option to view the guest speakers at the National Convention. It might be of benefit to National in next year’s annual report questions to ascertain if this was due to lack of interest or more a case of members not being aware that it was available or not knowing how to link to the online feed.

#### Media Used to Promote Council Activities and Events:

The vast majority of councils do not have a designated publicity budget, but do advertise events and invite local media to cover them, and continue to have a positive relationship with their local media.

Email has become one of the most common means of advertising CWL meetings and events, along with the church bulletin, bulletin inserts, bulletin boards and posters. Telephone invitations are still used in many councils, especially for special events.

Facebook and Twitter were not popular means of communication, although they were occasionally used to promote activities. Newsletters were mentioned as being produced once or twice a year, generally by the President or Communications chair, and distributed by both email and regular mail to members.

### **Monitoring Media Content**

Councils continued to respond to the call from National office to voice their objection to Global TV's *Mary Kills People* series. One Diocesan Council had 70% of reporting councils say they had taken action and the response was similar from the other diocese.

The Salt + Light production "Women on a Mission" promoting the League was not watched or rated by many councils. Those that did see the documentary felt that it was either excellent or very good media. The majority of the CWL councils had not watched the CWL Testimony video; but those that did felt it was worthwhile to view.

Most councils reporting continue to urge their members to monitor media content and address concerns when they see the need. Members also voiced their objection to offensive radio dialogue talk programs and felt their concerns were well received.

### **Pornography Hurts Campaign and Over 18 Documentary**

Pornography Hurts and the Over 18 Documentary campaigns continue to be acted on by all councils reporting, with 83% overall saying that they have sent postcards and educated their members about the issues. Reading newspaper articles, reviewing current legislation, contacting members of parliament, the Minister of Justice, and/or the Prime Minister were some of the actions taken.

All diocese had at least one showing of the Over 18 Documentary and it is hoped that this issue will remain active with elections coming up at both the provincial and the national levels of government. 75% of members do not currently know the position of their MPs, but stated they were willing to educate their members by finding out what the candidate platforms are.

With regards to Resolution 2004.11 – Link Between Violent, Graphic Imagery and Aggressive Behaviour and the Mechanics of Killing and Resolution 2002.11 Responsible Internet Use for Children the actions ranged from 79% to 0% of councils taking action, depending on the area reporting. However, it is also noted that all councils reporting continue to encourage their members to educate themselves on internet safety and responsible use of technology.

### **Personal Comments**

One diocese stated that they *"promote the League by being active in our parish and in our community."* They wear their scarves and pins while serving as an honour guard for deceased members, and this visible sign of respect shown to their sisters has increased their membership. *"CWL members will continue to pray for the evil in our world. We should also be proud of the work we are doing. We are making a difference as we continue the examples of our Christian dedication."*

Another council stated *"We still need to improve information sharing. As both (Diocesan) Communications Chair and President of our small council, I am very aware of many items I was unaware of (before). There is an overwhelming amount of issues we need to be vigilant of, knowledge we need to share, all necessary to protect both adults and our youth."*

The information that is passed to our Parish Council members is very much dependent on the communication that takes place at all levels of the League, and how diligent and dedicated the leaders – as in the President as well as the Standing Committee chairs – are to the League and to the issues of concern that are expressed and shared with the membership. When over half of the councils do not have a Communications Standing Committee chair, it falls to the other executive to pass along information; it can be hard to both remember and find time to bring up the many concerns at meetings.

As we continue to do the work of the League, as we share ourselves with our sisters in the League, let's remember to bring each member along, whether they communicate in the "old fashioned way" of face to face conversations, phone calls, "snail mail" or in the new "tech savvy" era of emails, Messenger, texts, Facebook. Each member is a vital part of the whole.