

**The Catholic Women's League of Canada  
Alberta Mackenzie Provincial Council**

**COMMUNICATIONS**

**Communiqué # 4**

***One Heart, Once Voice, One Mission***



Date: September 29, 2016  
To: Diocesan Chairpersons of Communications  
CC: Parish Council Chairpersons of Communications, Provincial Executive,  
National Chairperson of Communications  
From: Annette deBoer, Provincial Chairperson of Communications

Dear Sisters in the League!

The **Alberta Mackenzie Provincial newsletter for Fall 2016** is now complete and being distributed through email. If you have not yet received it from your Diocesan President, please ask her to send it on. The newsletter is also posted on [www.cwl.ab.ca](http://www.cwl.ab.ca), so you can view it there. It contains LOTS of interesting stories from your CWL executive on their CWL journeys, as well as highlights from the National Convention in Halifax last August and updates from each of the Diocesan Councils. It is well worth the read!

Many of you may already be aware that the ***Western Catholic Reporter (affectionately known as the WCR)*** has just published its final issue. A surprise and a loss for the Catholic readership; not an easy decision made by Archbishop Richard Smith. We will wait to see how the new online news feed that is scheduled to replace the print paper will appear moving forward. Keep checking back to <http://www.wcr.ab.ca/> to see what is available. The Alberta Mackenzie Provincial Council expressed our appreciation to Editor Glen Argan and the staff at the WCR for their coverage of the CWL over the past many years. For those who would still like to subscribe to a weekly Catholic newspaper, your current options in Canada are

†	Prairie Messenger (Saskatchewan)	306-682-1772
†	The B.C. Catholic (Vancouver)	604-683-0281
†	The Catholic Register (Toronto)	416-934-3409

The *Alberta-NWT Catholic Directory 2016* is now available. It contains listings for “all things Catholic in Alberta and the NWT” and may be purchased through the Edmonton Archdiocese.

It is almost Annual Report season again and the League is moving forward with the online reporting process. More information will be shared at your Diocesan Fall Meetings and there are several articles in the Fall newsletter. Like all things new, it can feel like a scary process when you are hearing about it, but it is felt that it will ultimately make the report process easier and provide much more useful information for all levels of the League. Be sure to include your comments wherever possible; that provides a picture of what your council is accomplishing. Please take the time to give it a try; your Diocesan and Provincial executive are always available to assist if necessary. Watch for your Fall mailing from National council that will contain all the details.

Many parish councils are starting to utilize social media, including Facebook. National has developed some recommendations for the use of and monitoring of a Facebook page for parish councils. The complete guidelines can be accessed at <http://cwl.ca/facebook-guidelines/> but some of the basics include:

- † You must request permission from National before using any of the CWL logos
- † Assign one or two administrators to monitor the account and post messages.
- † Engage your members, get their feedback
- † Compose posts carefully, keep them brief, timely, and concise. Remember you do not want to offend or harm the reputation of the League.
- † Be sure to indicate that views are personal, and not the League's. Be aware that individual members do not speak on behalf of the League.
- † Don't overshare or over post, or let your page become dormant.
- † Proper email etiquette applies to other social media as well.
- † Enjoy! And don't forget to visit the National CWL Facebook page!

One of the mandates of the Communications Standing Committee is to encourage all members to monitor the content they are watching at the movies, on TV, and through the many internet sites that provide entertainment. One site that can be used to help you make discerning choices about what you and your family watch is <http://www.kids-in-mind.com/> . Information is available for free, or you can subscribe.

The Alberta Mackenzie Provincial Council has voted to move forward on creating a new, updated provincial website. A committee has been set up to work on this; watch for more information over the next several months.

With membership drives in full swing in many councils this is a timely opportunity to remind all CWL membership chairs and members that **National office does not accept address changes over the phone**. For councils who use the online membership portal, your membership coordinator can make address changes through the online system. Members may also change their addresses by sending the complete information via fax, post, or email.

For those who were not able to attend the National Convention in Halifax, but who have heard how good the speakers were – you can still hear their talks. National live streamed the speakers and the videos are available on the CWL website: click on <http://cwl.ca/videos-of-keynote-speakers-from-the-96th-annual-national-convention/>

Email is a wonderful communication tool, but sometimes it is hard to know exactly what we are supposed to do with all those emails we get. It has been suggested that we try to place the instructions in the subject line, to make it easier for the recipient to follow.

- † **FYI** – Information for you which can be read when you have time.
- † **FAN OUT TO PARISH COUNCILS** – as it says, this would be something to pass on through your parish council e-mail lists.
- † **ACTION CALL** – some type of action is required by you and your members, but it may not be urgent.
- † **IMMEDIATE ATTENTION** – read and respond as soon as possible
- † **DO NOT REPLY TO ALL** – sometimes (let's face it, most of the time!) everyone does not need to hear everything from everybody. Only Reply to All if it is needed.

Don't forget to continue to send the government postcards for the Pornography Hurts campaign. Remember to showcase your council's activities by sharing them through **The Canadian League magazine** and the **Be League**. All submissions can be sent to [communications@cwl.ca](mailto:communications@cwl.ca) And visit the National website often; there is always something new being added.

This concludes the communique.

Annette deB.

ABMK Provincial Chairperson of Communications