



# The Catholic Women's League of Canada

## ALBERTA MACKENZIE PROVINCIAL COUNCIL

### Communications Annual Report 2012

Provincial Chair: Annamaria M.  
Diocesan Chairs: Calgary Diocese – Janet MacP.  
Edmonton Archdiocese – Gwen E.  
Grouard-McLennan Diocese – Donna P.  
Mackenzie-Fort Smith Diocese – ...  
St. Paul Diocese – Florence Q.

4 Diocesan councils out of 5 reporting

#### ***The Canadian League and Be League***

- ❖ Several councils reported successfully submitting articles to the League magazine and *Be League* newsletter this past year to report anniversaries, award ceremonies, service awards and articles.
- ❖ Councils from all Dioceses referred to the magazine at their meetings, and pass them on.
- ❖ Most members reported reading the magazine and the online *Be League*.
- ❖ All reported using both *The Canadian League* magazine and *Be League* electronic newsletter for direction, inspiration, and to generate interest in the League.

#### **Media for Evangelization**

- ❖ Ads were placed in the *Western Catholic Reporter* as well as *The Carillon* with messages for Easter, Catholic Education, and Christmas.

#### **Media to Promote the League**

- ❖ News reports on the League's Centennial in 2 Dioceses.
- ❖ Interview with the Catholic Girls League (CGL).
- ❖ CWL work with Prison Ministry, Refugee Bag program
- ❖ Reports regarding the National Convention
- ❖ Announcement of CWL member graduating from Newman Theological College
- ❖ When available, local media is used. The web site is used for up-to-date information.
- ❖ When available, information from community libraries, school and other sources is used.
- ❖ Towns and smaller city councils reported using the local media well by placing articles and announcements in the local newspaper, and getting an event promoted on the local radio and TV station.
- ❖ Posters were placed in local businesses to promote events with the League.

## **Media Evaluation and Promotion of Good Content**

- ❖ A few councils monitor media content, but generally left to members to do it individually.

## **Newsletters Bulletins**

- ❖ Many councils produce an annual newsletter which is delivered to shut-ins.
- ❖ Most councils regularly produce newsletters to provide calendar of events and League activities.
- ❖ E-mail and the phone are used to inform members.
- ❖ The most-used communication tool is the parish bulletin.
- ❖ Posters are widely used to announce upcoming events.

## **Media Relations**

- ❖ The parishes in smaller centers reported having a good working relationship with their local media that has been developed over the years.
- ❖ Upcoming events are announced and reported on the success of the event afterwards.
- ❖ 1 council reported that their local paper publishes the council's condensed minutes.
- ❖ Information from other levels of the League is passed on by the President at meetings and is made available to members.

## **Media Interviews**

- ❖ Many councils reported that they inform media of upcoming events, which they have covered favourably.
- ❖ Parish councils in the smaller centres reported this as a usual occurrence during an event hosted by the council.
- ❖ The larger cities only reported to their Catholic newspaper for the Diocese to post a prepared article.
- ❖ About the Catholic Girls League (CGL).
- ❖ CWL position on abortion

## **Pornography**

- ❖ Letters were written to MPs and MLAs.
- ❖ Councils participated in CASE White Ribbon program although councils did not receive a response from C.A.S.E.
- ❖ Letters were sent and petitions signed regarding Human Trafficking.

## Communiques

- ❖ All reporting Dioceses said that the most-used method for Communiques was still the telephone call to members.
- ❖ Councils are reporting greater use of e-mails among members.
- ❖ Some councils prepare and send members a monthly newsletter.
- ❖ Most of the reporting Diocesan councils have maintained a website.

Dioceses commented that we need to be more VISIBLE by wearing sashes/scarves when greeting at the parish or social events and also wearing our pins at all times. Word of mouth, on a daily basis, promotes the League to one and all.

At Provincial level, ads were placed in the *Western Catholic Reporter* (WCR) to bring greetings/messages for our liturgical seasons, congratulatory messages on appointments of clergy to higher levels, as well as extending sincere sympathies to the families and friends of our deceased sisters in 2012.

Submitted by

*Annamaria M.*

Annamaria M.  
Communications Standing Committee Chair