



THE CATHOLIC WOMEN'S LEAGUE OF CANADA

Alberta Mackenzie Provincial Council

Provincial Communications Standing Committee Annual Report 2013 Gloria L.

Diocesan Councils Reporting: 3

Diocesan Communications Standing Committee Chairs:

Calgary - Cathy B.
Edmonton - Judy Z.
Grouard-McLennan - Eileen McG.
Mackenzie-Fort Smith - vacant
St. Paul - Karen C.

Member Communication and Promotion of the League

Councils in all dioceses reported they use their parish bulletins to keep members informed of meetings, events and other special occasions. Many councils continue to use email, phone committees and person-to-person contact as effective ways of communicating with their members. Other forms of communication included announcements at Mass, posters, and items posted on the CWL bulletin board. Several councils reported publishing and distributing newsletters and some councils included their newsletters in with the parish bulletins to inform both members and parishioners of their activities. It was noted that inclusion of the CWL newsletter in with the bulletin accomplishes several purposes: it keeps all members informed, even those who were unable to attend meetings; publicizes CWL to parishioners so they learn more about the League; and appeals to potential new members who like what they see.

A few councils reported sending out cards to members to acknowledge birthdays and other occasions.

Media Resources

The Canadian League magazine, *Be League*, *Western Catholic Reporter*, and CWL websites (national, provincial and diocesan) were noted as the main sources for resource material. Many members have subscribed to the *Western Catholic Reporter*, Salt and Light TV, EWTN, *Catholic Digest* and *Quid Novum*.

Several councils sent articles to national for publication. While not all submissions could be printed, councils noted articles published in *The Canadian League*, *Be League* and on the CWL Facebook page. Councils also went beyond their parishes

and published CWL-sponsored events in local community newspapers by means of advertisements and articles. One council mentioned that their local paper sent a reporter and photographer out to their events.

Anti-Pornography Campaign

Approximately 50% of the councils reporting participated in the anti-pornography postcard campaign. Some councils involved the whole parish in this initiative. One council reported printing and distributing additional postcards within their parish and beyond, making a presentation at their local Catholic high school and distributing postcards to older students as well. Many councils wrote letters to their local members of parliament on this issue.

Challenges

It was noted that the biggest challenge is convincing a member to chair this committee at the parish level. A vacancy in this or any other committee means that someone else must do double-duty. It was suggested that a workshop, perhaps "Catch the Fire" would offer assistance to these councils. Another suggestion was to wear your CWL pin everywhere, not just to meetings, to show your pride in our organization. *"Be who you are meant to be and you will set the world on fire." -St. Catherine of Siena*

Submitted by,

Gloria L.

Alberta Mackenzie Communications Standing Committee Chair