

**Nova Scotia Provincial Council
Communications Annual Report
January 1- December 31, 2016
*Inspired by the Spirit, Women Respond to God's Call***

This report is compiled from information sent to National from 28 out of 73 Nova Scotian councils reporting on 2016 communication activities. One other Council responded that the Communication Standing Chair was vacant. The number of councils reporting was down significantly from 2015 when 43 Councils sent in reports. Hopefully this decrease will be rectified in 2017. It is important that all Councils have a voice in communicating their achievements. We must understand why so few Councils responded and help them to understand the importance of filing their reports.

Canadian League Magazine and Be League

Councils responded favorably to the usefulness of the League Magazine although 1 Council rated it only fair as a source of new ideas. Many thoughtful answers were provided acknowledging favorite articles written in 2016. It is important to note that presently a very small percentage of Nova Scotian Members are open to receiving the magazine electronically. Is it possible to increase this number?

Until December 31, 2016 “Be League” was still being published by the national office. Of the 28 Councils reporting 50% received the National newsletter online. This newsletter was shared with members who did not otherwise have access to it. Some Councils submitted articles for publication. All Councils should be reminded that the last publication of “Be League” was Dec.2016 (in which Nova Scotia was highlighted). That publication has been replaced by “On The Spot” to which articles can be sent at any time. It is a great way to showcase your Council activities across Canada and to see what is happening in other Councils. You might find some new ideas that will work well for your Council.

Media for Evangelization

Most Councils subscribed to Catholic periodicals, newspapers or magazines. Mass for Shut-ins was supported by 78.6% of those Councils reporting. It was heartening to see that most reporting Councils were made aware of the National Convention keynote presentations available for viewing on the national website. Most expressed an interest in 2017 convention speakers being live streamed.

Media to Promote the League

Members were encouraged to visit CWL on Facebook and to check out the National website regularly. Councils used all in-house avenues to promote activities and events. Bulletins, inserts, church bulletin boards and websites were also very popular. Most Councils responding used telephone committees to pass on information to their members. Newspapers and radio stations were also used to promote local CWL events.

As provincial Communications Chairperson I unfortunately do not know how many Councils in Nova Scotia have established their own Facebook page. It was however disheartening to see that 20/28 councils responding did not read the guidelines established for Councils with Facebook accounts. These guidelines were sent to me by Fran Lucas and I forwarded them in Communique #1 to be distributed to all Councils in Nova Scotia.

It is important that videos produced to promote the League be shared with members. "Woman on a Mission" was not viewed by 64.3% of those responding and 67.9% did not view CWL's Testimonials video. If they can't be viewed at a meeting perhaps they can be promoted in Council newsletters.

Media Evaluation and Promotion of Good Content

75% of responding Councils encourage members to monitor good television viewing and to observe their children's/grandchildren's use of the internet. It would be helpful to become familiar with programs and chips that are available to help censor media content and rating guides for local television.

Newsletters

Less than half of the Councils produced a newsletter. Most were written by the Communications Chair anywhere from monthly to yearly. All Councils have members who are housebound, and newsletters are a great way to help them to remain part of the League.

Media Relations

Most Councils did not contact or work with local media. It often is only possible to do so when you live in a smaller community and are able to place something in a community paper.

Pornography

Pornography Hurts postcards were well received with some councils sending them more than once in 2016, and 57.1% wrote to Members of Parliament. Great work but there is more to be done.

Other

A prayer corner was added to the Provincial website this year using monthly prayers submitted by the Provincial Spiritual Chairperson and the webpage is kept up to date with all relevant information.

Respectfully submitted,

Carol LeBlanc
Communications Chairperson