

Nova Scotia Provincial Council Communications Annual Report

January 1- December 31, 2017

Inspired by the Spirit, Women Respond to God's Call

This report is compiled from information sent to National from 34 out of 72 Nova Scotian councils reporting on 2017 communication activities. Congratulations! - this is an increase over last year. Of the 34 Councils responding, 8 reported that the Communications Standing Chair position was vacant. However someone in those councils filled out the survey. Thank you to all Councils who took the time to respond to the survey.

Canadian League Magazine

Councils responded favorably to the usefulness of the League Magazine. The majority felt that the League Magazine was very good. Many thoughtful answers were provided acknowledging favorite articles written in 2017. Looking at both the winter and summer publications, the Palliative care articles were most popular.

Media for Evangelization

Most Councils subscribed to Catholic periodicals, newspapers and/or magazines. Mass for Shut-ins was supported by 85.29% of those Councils reporting. It was heartening to see that some members watched the 2017 convention speakers on live-feed.

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 very popular. Most Councils reported using telephone committees and emails to pass on information to their members. Newspapers and radio stations were also used to promote local CWL events.

A small number of responding Councils viewed Salt and Light's "Woman on a Mission" and CWL's Testimonials Video.

Media Evaluation and Promotion of Good Content

82.35% of responding Councils encourage members to monitor good television viewing. Many Councils voiced their objections to the series "Mary Kills People" to the CBC.

Newsletters

Some Councils produce a newsletter, most often yearly. Distribution occurred by mail, or personal delivery, with the majority sent by email. All Councils have members who are housebound, and newsletters are a great way to help them to remain part of the League.

Media Relations

Local media were used in various ways. Some councils invited media to meetings while others touched base with them occasionally. Most notably Councils submitted material for publication and/or advertised in local media.

Pornography

Councils try to stay informed on pornography issues especially through newspaper articles. Pornography Hurts postcards were distributed by most Councils this year especially in the months of May and October. Members were made aware of the adoption of resolution 2017.02 especially as it pertains to the lack of age verification controls on adult websites and on internet safety

Other

The provincial CWL website experienced some difficulties this year but these have now been corrected. The website is kept up to date with all relevant information. I encourage all councils to browse the site regularly and to make use of the monthly prayer. These prayers are great to use personally, or as part of your meeting.

Once again thank you to all Councils who were able to respond to the survey.

Let us be mindful of Pope Francis' words:

“I encourage everyone to engage in constructive forms of communication that reject prejudice toward others, and foster hope and trust today”

Respectfully submitted,

Carol LeBlanc
Communications Chairperson