



## The Kingston Diocesan Council of The Catholic Women's League of Canada

### Communications

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

#### **Directive #1**

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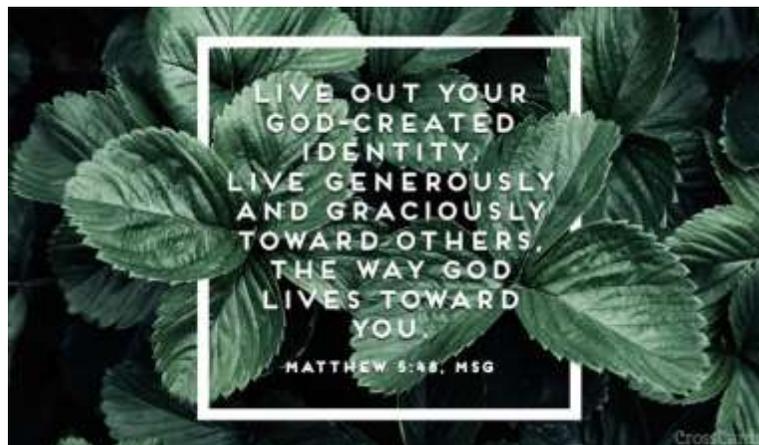
**Date:** October 28, 2017

**To:** Parish Council Communications Chairpersons

**From:** Patricia Purdon-Irwin, Diocesan Communications Chair

**CC:** Diocesan Executive, Provincial Communications Chair

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#### **The Canadian League Magazine**

Encourage members to please read the League magazine and feel free to leave at the back of the church or pass on to your ladies in the parish to view what the League is doing. This is a great resource for new ideas to use in our own parishes. Contribute articles from your League, pictures with a short by-line explaining what is happening in the photo.

#### **Media for Evangelization**

Promote faith-oriented programs in your parish and community. Not all councils have someone filling this position but possibly the council secretary, president or some other league member would be willing to send a short write up of the things your League is doing or promoting. Most newspapers have a section for advertising your council special activities. Find out who the person is and make an effort to use their name when writing and sending information. Many communities have information sites where they can advertise their functions and, of course, posting at local libraries and banks where people gather is always a great access.

Schools - Many principals are happy to advertise your events in their monthly newsletters home. At the beginning of the year make an effort to find out if it is possible and when they need the information sent to them.

Monitor and Promote Good Content for your parish. Some parishes print posters off various sites promoting programs in faith. Ask to put some of the faith filled programs in your bulletin.

### **Newsletters & Bulletins**

As mentioned before, you can either publish a newsletter for the seasons or insert items of interest in the parish bulletin. Make the League visible. Newsletters can be inserted in the bulletin, handed out at the back of the church and for those who are shut-in mail them or email a copy of your minutes.

### **Media Relations**

The council president is the official spokesperson. Insure that information is shared from all other levels of the League.

**Development and Peace:** This fall, every Thursday, D&P will be posting about women and peace on their social media channels. Follow them on [Facebook](#), [Twitter](#) and Instagram at @devpeace. Share their content or post your own and make sure to tag us and to use **#peacethursdays!**

I recently attended a meeting of the Perth Council where a member researched the history of Development and Peace relating to woman and their role tying it into Women of Peace. This could be a great way for each of your councils to make this relatable. A guest speaker would also work.

### **Media Interviews**

When promoting an event, you may find yourself having to be interviewed. Go over the objective of the program or event and remember you could find yourself quoted...words matter. Make sure to have back up material to help with promotion of the event or program your promoting.

### **Pornography HURTS – WRAP CAMPAIGN - begins October 30<sup>th</sup>-November 6<sup>th</sup>, 2017**

Participate in the Pornography Hurts Campaign by downloading the postcard from the national website to send to local, provincial and federal politicians. I recently prepared a directive related this topic and I look forward to hearing how each of you handled this in your individual councils. You can make a difference and remember to always pray about whatever you are attempting to do. It may seem like an endless task, but we often have to make the ribbons for the parish each year...try and make it fun...an afternoon workshop with members who find it hard to get out for the evening meetings or arrange a get together after Mass if possible. God knows what you do for him and his people.

## **New Ways to Communicate Could Open Doors for All Members to Participate Across the Country**

The National Convention hosted a Town Hall addressing the future of the League. Input was gathered from those present and from across the country. League sisters could tune in from all across the country to the town hall and listen in.

A directive was sent by Marie-Theresa Lamphier, Ontario Provincial Communication Standing Chairperson, requesting us to inform members of our councils that a special town hall would be held in Charlottetown PEI addressing the future of the League. The interactive session for members is part of the strategic planning that is being looked at by the national executive to examine and plan for the future of the League. Members of our executive who were present will have a verbal presentation on this at the meeting for presidents to pass on to their councils.

### **APOSTOLIC JOURNEY OF HIS HOLINESS POPE FRANCIS TO COLOMBIA** (6-11 SEPTEMBER 2017)

#### **HOLY MASS**

#### ***HOMILY OF HIS HOLINESS POPE FRANCIS***

*Simón Bolívar Park (Bogotá)  
Thursday, 7 September 2017*

#### **“Artisans of Peace, Promoters of Life”**

Jesus invites us to put out into the deep, he encourages us to take shared risks, to not fear taking risks together, to leave behind our selfishness and to follow him; to give up our fears which do not come from God, which paralyze us and prevent us becoming *artisans of peace, promoters of life*.

Everything we learn in our faith, we are also asked to communicate through our words, actions and works. Peace be with you. May our Blessed Mother continue to give you the strength to communicate God’s message of Love, Peace and Life.

Respectfully submitted.