



As a resource for new ideas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
As a spiritual resource	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**5. Please choose the articles published in winter 2017 edition that really resonated with you.\***

- |   |   |
|---|---|
| <input type="checkbox"/> President's message                        | <input type="checkbox"/> Responding to God's Call                   |
| <input type="checkbox"/> Spiritual advisor's message                | <input type="checkbox"/> Who Knows Where the Time Goes?             |
| <input type="checkbox"/> Belonging                                  | <input type="checkbox"/> A WUCWO Encounter                          |
| <input type="checkbox"/> Past, Present and Future                   | <input type="checkbox"/> Vocations – Responding to God's Call       |
| <input type="checkbox"/> Ad Resurgendum Cum Christo                 | <input type="checkbox"/> Education and Health: A Challenge to Act   |
| <input type="checkbox"/> Keep in Touch, Get Involved – Communicate! | <input type="checkbox"/> Ecological Conversion, Education, and Hope |
| <input type="checkbox"/> Helpful Hints for Treasurers               | <input type="checkbox"/> CWL 12 Hours of Prayer for Palliative Care |
| <input type="checkbox"/> Life membership                            | <input type="checkbox"/> CNEWA Pilgrimage                           |
| <input type="checkbox"/> Marriage and Families in Today's World     | <input type="checkbox"/> None did.                                  |
| <input type="checkbox"/> Some Things Should Never Change            | <input type="checkbox"/> I did not read the winter 2017 edition.    |
| <input type="checkbox"/> Resolutions – Inspired Women               |   |

**6. Please choose the articles published in spring 2017 edition that really resonated with you.\***

- |  |   |
|--|---|
| <input type="checkbox"/> President's message                                       | <input type="checkbox"/> Marriage Preparation is Necessary!     |
| <input type="checkbox"/> Spiritual advisor's message                               | <input type="checkbox"/> Not for Sale                           |
| <input type="checkbox"/> Past, Present and Future                                  | <input type="checkbox"/> Palliative Care                        |
| <input type="checkbox"/> The Joy of Service  | <input type="checkbox"/> Over 18                                |
| <input type="checkbox"/> National Organization Chairperson Goes to National Office | <input type="checkbox"/> A is for Advocacy                      |
| <input type="checkbox"/> Children Helping Children                                 | <input type="checkbox"/> Not to be Forgotten                    |
| <input type="checkbox"/> Recruiting, Kincardine Style                              | <input type="checkbox"/> None did.                              |
|  | <input type="checkbox"/> I did not read the spring 2017 edition |

## Media for Evangelization

The world of the mass media represents a new frontier for the mission of the church because it is undergoing a rapid and innovative development and has an extensive worldwide influence on the formation of mentality and customs (*Christifideles Laici*)

### 7. Have you or your council executive promoted either of the following to your council members?\*

	Yes	No
Faith-oriented programs	<input type="radio"/>	<input type="radio"/>
World Communications Day (first Sunday in June)	<input type="radio"/>	<input type="radio"/>

### 8. Resolution 1978.03 Catholic Press encouraged members to subscribe to and promote Catholic newspapers, periodicals and magazines. What media has your council supported financially or through subscription in order to assist them in their mission to evangelize?\*

- |   |  |
|---|--|
| <input type="checkbox"/> BC Catholic                            | <input type="checkbox"/> Prairie Messenger     |
| <input type="checkbox"/> Canadiandailymass.com                  | <input type="checkbox"/> Salt + Light TV       |
| <input type="checkbox"/> CCCB.ca                                | <input type="checkbox"/> The Catholic Register |
| <input type="checkbox"/> Eternal Word Television Network (ETWN) | <input type="checkbox"/> Vision TV             |
| <input type="checkbox"/> Mass for Shut-ins                      | <input type="checkbox"/> Other                 |

### 9. The 2017 national convention speakers were available for at-home viewers by live-feed on cwl.ca. Did your members watch?\*

	Yes	No
Becoming a Living Thank You, Ken Yasinski	<input type="radio"/>	<input type="radio"/>
A Catholic Identity Crisis, Ken Yasinski	<input type="radio"/>	<input type="radio"/>
Canada's Catholics, Dr. Reginal Bibby	<input type="radio"/>	<input type="radio"/>
Convention Town Hall, Donna Dunn	<input type="radio"/>	<input type="radio"/>
Building on Foundation, National Steering Committee	<input type="radio"/>	<input type="radio"/>
Coady International Institute, Dr. June Webber	<input type="radio"/>	<input type="radio"/>

## Media to Promote the League

The introduction of electronic media expands the League's ability to publicize Christian values.

### 10. Have you or your council executive:\*

	Yes	No
Encouraged members to visit the CWL on Facebook or Twitter?	<input type="radio"/>	<input type="radio"/>
Encouraged members to use cwl.ca for current information?	<input type="radio"/>	<input type="radio"/>
Made use of local media to advertise your council's activities and events?	<input type="radio"/>	<input type="radio"/>
Organized a telephone committee to invite members to events?	<input type="radio"/>	<input type="radio"/>
Prepared news releases for your council?	<input type="radio"/>	<input type="radio"/>
Urged your council to set aside a budget for publicity?	<input type="radio"/>	<input type="radio"/>

### 11. What types of media have been used to promote your council's activities and events?\*

- |   |  |
|---|--|
| <input type="checkbox"/> bulletin inserts                       | <input type="checkbox"/> local radio stations                    |
| <input type="checkbox"/> community webpages                     | <input type="checkbox"/> national office promotional brochures   |
| <input type="checkbox"/> council websites                       | <input type="checkbox"/> outdoor billboards or signs             |
| <input type="checkbox"/> church bulletin boards                 | <input type="checkbox"/> parish websites                         |
| <input type="checkbox"/> church bulletins                       | <input type="checkbox"/> pamphlets                               |
| <input type="checkbox"/> council designed promotional brochures | <input type="checkbox"/> placing newsletters in parish bulletins |
| <input type="checkbox"/> Diocesan websites or newsletters       | <input type="checkbox"/> posters                                 |
| <input type="checkbox"/> E-mail                                 | <input type="checkbox"/> school newsletters                      |
| <input type="checkbox"/> Facebook                               | <input type="checkbox"/> telephone committees                    |
| <input type="checkbox"/> flyers                                 | <input type="checkbox"/> Other                                   |
| <input type="checkbox"/> local cable television stations        | <input type="checkbox"/> I do not know                           |
| <input type="checkbox"/> local newspapers                       |  |

**12. How would you rate the following videos produced to promote the League?\***

	Excellent	Very good	Good	Fair	Poor	Unable to rate. I haven't viewed it.
Salt and Light's Woman on a Mission	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
CWL's Testimonials Video	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Media Evaluation and Promotion of Good Content**

Freedom of speech has been recognized as a basic right. With this freedom comes responsibility.

**13. Have your council members been encouraged to monitor media content?\***

- Yes
- No
- I am not sure

**14. In January, I alerted councils at all levels to the series Mary Kills People that was broadcast on Global Television Network, asking council and members to voice their objection to the network and the Canadian Broadcasting Standards Council. Did your council action this request?\***

- Yes
- No, we didn't hear about it.
- No, it was not a priority for us.

**15. Were there any other instances in 2017 where your council or members have spoken out about inappropriate content? If so, what was the offending material and what was the result of your action?**

## Media: Newsletters and Bulletins

The written word is a fixed and visible means of publicity.

### 16. Does your council produce a newsletter?\*

- Yes  No

### 17. If so, who prepares the newsletter?

- An appointed member  
 I do  
 The president  
 The secretary  
 Other, please specify... \_\_\_\_\_

### 18. How often is the newsletter produced?

- Monthly  Twice Yearly  
 Every Second Month  Annually  
 Quarterly

### 19. How is the newsletter distributed?

- E-mail  Website subscription  
 Mail  Other, please specify...  
 Parish bulletin \_\_\_\_\_  
\_\_\_\_\_

## Media Relations

Positive relationships promote positive images.

### 20. What methods have been used to work with your local media for the benefit of the League?\*

- Invited them to attend an event  Submitted material for publication

- |  |  |
|--|--|
| <input type="checkbox"/> Sent thank you cards after your council event was published | <input type="checkbox"/> Advertised with them                    |
| <input type="checkbox"/> Touched base with them occasionally                         | <input type="checkbox"/> We haven't worked with the local media. |
|  | <input type="checkbox"/> I do not know.                          |

## Pornography

Pornography dictates that the satisfaction of one's own desires is all that matters. It leaves in its wake broken marriages, estranged and molested children, shattered young people, and deteriorating neighbourhoods.

### 21.What steps have you taken to become informed about the influence that pornography has on children and adults?\*

- |   |  |
|---|--|
| <input type="checkbox"/> Attended a seminar/conference on the topic         | <input type="checkbox"/> Read newspaper articles   |
| <input type="checkbox"/> Contacted agencies such as Child Pornography Hurts | <input type="checkbox"/> Reviewed current legislation                                    |
|   | <input type="checkbox"/> I haven't taken any additional steps to become aware this year. |

### 22.Did your council distribute the League's Pornography Hurts postcards? If so, in what month?

- |   |   |
|---|---|
| <input type="checkbox"/> February       | <input type="checkbox"/> October                                |
| <input type="checkbox"/> March          | <input type="checkbox"/> November                               |
| <input type="checkbox"/> April          | <input type="checkbox"/> December                               |
| <input type="checkbox"/> May            | <input type="checkbox"/> We chose not to participate this year. |
| <input type="checkbox"/> June-September |   |

### 23.In March, I promoted the Over 18 documentary in the spring parish council mailing, asking all councils to view the film and possible hold information sessions. Did your council action this request?\*

- |                           |                          |
|---------------------------|--------------------------|
| <input type="radio"/> Yes | <input type="radio"/> No |
|---------------------------|--------------------------|

**24.Resolution 2017.02 Mandatory Age Verification Mechanisms for Adult Pornographic Websites was adopted at the 2017 annual national convention. It requests the federal government to enact laws requiring these mechanisms to prevent minors from accessing pornography. Has your council?\***

	Yes	No
Contacted members of parliament, the minister of justice and the prime minister requesting this legislation?	<input type="radio"/>	<input type="radio"/>
Encouraged members to become educated on Internet safety and responsible and appropriate technology use?	<input type="radio"/>	<input type="radio"/>
Made members aware of the lack of age verification controls on adult websites?	<input type="radio"/>	<input type="radio"/>
Monitored the federal government's response to the issue?	<input type="radio"/>	<input type="radio"/>

## **Summary and Final Thoughts**

**25.Is there anything else you would like to share about your council's communications activities?**