



THE CATHOLIC WOMEN'S LEAGUE OF CANADA
Ottawa Diocesan Council
Communications Standing Committee



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

COMMUNIQUE #2

SEPTEMBER 2017

TO: Parish Communications Standing Committee Chairpersons
From: Grace Buchmayer, Diocesan Communications Chairperson

Hey there all you Communication Chairs, and wannabes, out there. I hope you had a great Summer and are ready to tuck into the challenges to come in the year ahead.

Over the Summer I've been thinking about this office, and what it truly means. If we were in the US Marine Corps it would be to, "supervise and coordinate all aspects of the planning, installation, operation, displacement and maintenance of data, telecommunication, and computer systems." That would be a handful. If we were in a commercial environment, "(c)ommunications officers are responsible for a company's communication with different target audiences, including customers, journalists, investors, suppliers and the community. They advise other employees and managers on communication tasks, and use written and verbal skills to create a wide range of product and corporate communication material. By communicating effectively with their target audience, they help to build a positive reputation for the company." A little closer to home, but still pretty daunting. I went to the CWL National website for a clear definition, where I found in the [Constitution and By-Laws](#), Part XIII, page 27, Section (6)

Communications

- (a) *The Canadian League* magazine
- (b) media:
 - (i) for evangelization
 - (ii) to promote the League
 - (iii) evaluation and promotion of good content
 - (iv) newsletters and bulletins
- (c) media relations
- (d) pornography

Like you, I was thinking that's pretty vague. I persevered. The next stop was "[The Catholic Women's League of Canada Executive Handbook](#)" where I found a much meatier description. It's as comprehensive as any 'manual' can be for such a large organization as the CWL is with three distinct levels. You should go there and read it over. It's a good place to move forward from.

Like all volunteer positions, whether for an hour or a two year term, we do the best we can – picking and choosing what fits best with our limitations, talents and personal journey. I'm a techy kinda gal. The more computer programs I can get into the happier I am. If it's tech and a challenge, then I'm all in. That was the case with the Diocesan Website. I had never done that kind of thing before - perfect. So I jump in, both feet. Thanks to the patience of the previous website administrator, Colleen Randall, I have been able to put my touch on almost every aspect of it. I hope you get a chance to check it out. It's a work in progress, but a functioning work in progress – working for you.

I would love to hear from you, to know how your 'Communication Chair' journey is shaping up. You can contact me through your parish council president, or just click on the 'Contact Us' link at the bottom of any page of the CWL Ottawa Diocesan website. That's it for me, for now. Watch this space! Take care and God bless.