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The CATHOLIC WOMEN'S LEAGUE of CANADA

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MEMO

To: Parish Council Chairpersons of Communications
From: Fran Lucas, National Chairperson of Communications
Date: October 21, 2014

Sitting at my computer writing this memo, I look outside to see the many brilliantly coloured leaves gently sailing to the ground! It gives me pause to think about the wonderful summer we had and to give thanks for the various activities that made up my summer. It is two days before Thanksgiving, and in our long list of things we have to be thankful for mine includes League members who give of themselves until their last breath. Thank you one and all.

Having the opportunity to reach individual parish councils directly with this message is unusual, as typically my communication happens through the provincial chairpersons of communications. Many of you have been waiting patiently to see what will be happening with the Pornography Hurts campaign this year. The following explains the look of the campaign moving forward.

Pornography Hurts campaign

In 2013, the Pornography Hurts campaign was launched at the 93rd annual national convention. The campaign, aimed at raising awareness among members, the general public and members of parliament (MPs) will continue through 2015.

The black and white postcards have a young, tearful girl depicted on the front with a fact about pornography on the back. There is a spot for your comments, your name and to address the minister of justice and attorney general of Canada, the prime minister or your own MP. Better yet, send a postcard to each of them! Postage is free. The front card colours are being inversed so when councils print these cards the cost is minimal, as the black ink portion will be less. Provincial presidents will be forwarding these templates on to you and the card will also be accessible on the national website (www.cwl.ca).

Every council is asked to participate in this campaign. A steady flow of cards to the government is our goal. To allow flexibility for councils, you can either send your card on the same month assigned for 2014, or you can choose a month best suited for your council to start. Refer to page 18 of the fall 2013 issue of *The Canadian League* magazine for a complete list of months each province was asked to send their cards. Feel free to send a card more than once in the coming year, and ask family, friends and fellow parishioners to join the campaign. As well as sending postcards, members are asked to write a letter or e-mail each of the above government members, letting them know of their concerns about the proliferation of pornography and its harmful effects on society. Let's work together to make a difference. The winter edition of *The Canadian League* magazine will have more information on reducing pornography.

Be League E-zine

What do you know about *Be League*? When was the last time you read it? Have you submitted an item to it from your council?

The League has a monthly e-zine available to members on the website on the 15th of each month from September to June. This member-driven creative outlet serves the purpose of spreading the good news of parish council events. Please send submissions to communications@cwl.ca by the end of each month. Compiled at national office in consultation with the national chairperson of communications, we collaborate on what material goes in the e-zine and *The Canadian League* magazine. The e-zine is dependent on input from members. We challenge you to read *Be League* today and see the wonderful news of councils across Canada. Send in an item of interest that happened at your council knowing thousands of members will be reading about that initiative and its success.

Thank you for your work with communications and ensuring members participate in the Pornography Hurts campaign. We look forward to seeing an increase of items submitted for *Be League*, especially items from your council!

I will end with words I heard in a recent homily:

“God give me work, till my life shall end
And life, till my work is done.”
- Epitaph of Winifred Holtby



Fran Lucas
National Chairperson Communications