

**La Crosse Diocesan Council of Catholic Women
Board of Directors' Meeting
Public Relations/Communications Report
October 8, 2016
Lu Ann (Lu) Miller, Immediate Past President**



Lu getting closer to her dream of seeing Pope Francis in person; not quite there yet, however. (My birthday surprise at church!!!)

Image is everything – it is what one sees and what one does not see. Everyone perceives things differently – it is what makes life interesting, exciting and fulfilling. What image do you want others to look at you and see, and what image do you want other parishes in your deanery to look at your council of Catholic women and see?

To share your parish/deanery council's activities, email datebook@diolc.org for posting out to the Event Calendar of the La Crosse Diocese. **Remember to include a beginning time and an ending time; otherwise, the event cannot be posted.** For advertising information in the Catholic Life magazine, Email pwiller@diolc.org

The Communications/Public Relations Office of the La Crosse Diocesan Council of Catholic Women is just what it indicates – she is the communicator - responsible for all external communications on behalf of the LDCCW. She serves as the primary media contact for the Diocesan Council and monitors and works with the La Crosse Diocesan Council of Catholic Women web site, solely, with the web master. This office provides a wide range of services in public relations including media relations and any special requests/projects that will take place within our diocese that involves our organization. Stay tuned for my report in January highlighting the LDCCW Workshop being held on October 29 as one of those special events being reported on.

Another very effective communication tool, apart from the La Crosse Diocese Event Calendar, the Catholic Life magazine (both media tools important to the Office of Communications/Public Relations) is our own La Crosse Diocesan Council of Catholic Women web site. Changes are always being made within our web site; updating takes place and new information posted. We strive to reach each of you in the best ways we can. The goal is to keep the web site as up-to-date as possible. A special thank you to Debbie for all the work and time she spends in ensuring this goal is met. The following are some of those:

******NEW**

A Memory Page – this opens up to a beautiful, serene picture with a reading. As we lose a loved one, their name will be placed on the page to pray for their souls and to keep them always in our thoughts. We will not post any names without permission from that family.

Expense Form – This is listed under Reports and Documents (LDCCW Expense Form) and will typically be utilized for expenses incurred by the Board and items/expenditures approved on by the current President.

LDCCW Calendar of President Herfel (2016 to 2018) – The calendar will be updated as dates/places are confirmed for our special events during these 2 years.