



WACC

# Communicating gender equality

WACC *in* 2009



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## *About WACC*

The World Association for Christian Communication (WACC) is a professional, international, ecumenical organization that promotes communication rights for social change. It works with people of all faiths and none who share its vision and values. Its worldwide membership includes communicators working at local, regional and global levels.

WACC works for peace – giving preference to the needs of the poor, marginalized and dispossessed. It believes that communication is a basic human right that defines people’s common humanity, strengthens cultures, enables participation and creates community.

WACC initiates co-operation among Protestant, Orthodox and Roman Catholic communicators and believes that genuine communication is the basis for understanding among people of other faiths and ideologies.

WACC offers professional guidance on communication issues and policies, interprets developments in global communications, and explores the consequences of such developments for churches and communities everywhere.

# WACC

# 2009

## *Message from the General Secretary*

At WACC, our goal is to do everything well. Generally we manage to do so. Yet in addition to the quality of our work, WACC is also committed to perseverance in our work—the values and issues that drive our work are ones that we are committed to for the long haul.

The year 2009 is a classic example of how we achieve that commitment to excellence and perseverance as it was during this year that we launched our fourth Global Media Monitoring Project. That makes this undertaking the longest running longitudinal study of its kind—in the world. Every five years, beginning in 1995 and again in 2000, 2005 and now 2009/10, we have identified one day during which we, working with hundreds of volunteers, monitor the world's media to discover and then eventually highlight the role that gender plays in preparing, presenting and informing the news of that one particular day.

In 2009 we undertook this research in 127 countries—almost double our previous efforts. We worked with new global partners such as UNIFEM, new national partners, and partners in communities in each of those countries. On 10 November 2009, an amazing network once again monitored the media following training and monitoring materials carefully prepared by WACC in four languages: English, Spanish, French and, for the first time, Arabic.

The data from all of these monitoring sites is now being entered into a database and the findings will be announced in two stages in 2010. These findings will then be used to support several years of advocacy work at the global, regional, and local level over the next few years.

WACC is a recognized leader in this research—but for us, it is simply how we do things: well and with perseverance. So it is that our work in 2009 continued to address the issue of communication rights as we launched a new portal to gather and share information in that field. We built on our previous commitment to peace as we distributed a DVD and print resources on the theme, and raised funding for a number of peace journalism seminars and courses. Our work with the Council of Churches of Ghana in the area of HIV and Aids/Stigmatization moved into its second of a three year project. In India we worked with WACC Asia to identify some of the critical issues in journalism related to poverty—information that will now be shared in other countries of Asia.

Farmers claim that it is the long steady rains that produce the best harvest. That is certainly true of our work in the field of communication for social change and development. Our commitment to excellence and perseverance, with the support of our members and programme partners, allows WACC to make a difference in the lives of people today. For your part in our long and continuing journey—thank you.

Randy Naylor, General Secretary

## Media and Gender Justice

**Nigeria:** *Training editors and reporters on gender perspective reporting.*



Inspired to increase knowledge among media practitioners following the findings from the Global Media Monitoring Project (GMMP) on the serious gender disparities in news media content, SMI embarked on a project to train editors and reporters across Nigeria on 'gender perspective reporting'. This concept 'involves the process of gathering, packaging and disseminating news based on accuracy, objectivity, balance and fairness to all genders... it calls for gender sensitivity in the choice of what to cover or report, how to report, the choice of language of delivery and the image to be associated with the coverage. ...gender perspective reporting entails being sensitive to gender variations in the reportage of issues affecting the interest of females and males'. 225 editors and senior reporters in 6 geopolitical zones were trained in a series of workshops. Male journalists grossly outnumbered female journalists, a reflection of several contributing factors including gender inequalities in newsroom hiring practices and gender time-use realities rooted in patriarchy. The journalists expressed the need to write features and articles on the CEDAW bill that has been stagnating at the Nigerian national assembly for the past two years. That approximately 60% of the participants thereafter integrated a new gender consciousness in their news reports and that some embarked on training their colleagues following the workshops are indicators of the need for and success of the project.

**Argentina:** *Video on gender and communication in the mass media.*

Sexist, stereotypical, unequal and unbalanced coverage of women and issues of concern to women is rampant in mass media the world over. Change requires participation of the entire range of media practitioners, including media editors and directors from diverse outlets as well as those that have the greatest reach and influence, namely television and radio. Through the project, ACAC engaged news editors in producing the highly successful documentary *La Mujer Mediatizada* that explores the treatment of women in the mass media. 130 copies of the documentary were distributed following its launch at a public cinema-debate. The video is hosted on ACAC's website and on the popular video sharing web portal 'YouTube'. As well, several women's and journalist networks have partnered with ACAC to distribute the video. The video has found numerous uses, among them: as a tool around which debates are organised for students of journalism and communication at the University of Entre Ríos; as a tool to generate debate at regional meetings on the eradication of violence against women and girls.



America, the Middle East and the Pacific. 9 of these related to 'Building and recognizing communication rights'. Under WACC's other programme priorities, 4 related to 'HIV and AIDS, communication and stigmatisation',

7 to 'Media and gender justice', 3 to 'Communication and poverty', 1 to 'Communication for ecumenism', and 11 to 'Communication for peace'. The following are highlights from the six different programme areas.

## Recognizing Communication Rights

### **Paraguay:** *Radio School for Local Communicators.*



Created in 1995 Radio Viva is a cooperative and citizens' radio dedicated to public service. It broadcasts 24 hours every day with a variety of programmes, all of them open to the different sectors of the community. Radio Viva also collaborates regularly with Red Tesaireka which brings together several peasant communities stations as well as working directly with the programme 'cooperative neighbourhood' of Paraguay's Council of Churches. Radio Viva launched in 2009 a radio school aimed at community communication from the urban periphery and rural zones. The aim of this intervention was to improve the capacity of community and citizens radio stations by training their current members. It also sought to provide specialised training to new people willing to work in the area of communication, citizenship and the promotion of people's rights. In order to implement the project Radio Viva adapted a space in the premises of the radio itself. This is now a permanent facility equipped to cater for 30 people. A bi-lingual curriculum in Guaraní and Spanish was used by representatives of 20 community and citizens radios which developed further their production and management skills in several workshops. The new social and political context in Paraguay increasingly favour the democratisation of communication.

### **Chad:** *Community Radio Station 'FM Le Réveil 91.3' for Development.*

In 1984, after an unprecedented period of famine in Chad, a myriad of rural groups came together to struggle for food security and the Chadian Network of the Rural Organisation for Economic and Social Development (RORDES) a non-governmental organisation was born.



A long cherished dream came true for RORDES when in November 2009 FM92 Radio Bebalem was finally launched in what until then was an area of Chad where there were no radio services. Government officials including the Governor of West Lugone Region as well as the USA ambassador in Chad and the Honorary Consul of Canada attended the inauguration. The event was also attended by surrounding villagers some of which travelled for a whole day to be part of what turned out to be one of Bebalem's most important days in the year. With a diverse programming in local languages, the radio broadcasts in the mornings and evenings and is considered a vehicle for information and education as well as a tool to address development issues and policies affecting the country, good governance, peaceful coexistence between the different communities, and the main instrument for social communication among the people of the area.

## Communication for Peace

### **Democratic Republic Of The Congo:** *Strengthening the network of community radio stations in North-Kivu*



Community radio is a vital source of information in the conflict torn region of North Kivu. CORACON (Collective of Community Radio and Television Stations in North Kivu) carried out a detailed diagnosis of the way 21 community radio stations operate in the context of its difficult media

environment. They identified the structural problems and training needs that impeded the stations' work and held planning sessions for capacity-building using a participatory methodology. Training sessions for the editors in chief of 17 radio stations took place on the theory and practice of peace journalism resulting in six programmes and a training module.

### **GUATEMALA:** *Tackling the silence and impunity surrounding femicide*

In Guatemala, drug trafficking, gang violence, and a climate of impunity have led to widespread violence against women. In 2008 at least 10,000 women in the country were victims of sexual violence. CEDEPCA, a study centre for pastoral studies, initiated a programme of action against femicide and impunity. Femicide is a political term that includes not just the male perpetrators of crimes, but also the State and those judicial structures that normalize misogyny. CEDEPCA ran a series of workshops involving some 250 women participants from different regions of Guatemala, 32 church pastors, and produced resources for use in other parts of the region.





## Communication and Poverty

### **Egypt:** *Empowering Egyptian Civil Society.*

Broadcast media has a significant impact even amongst the poorest of the poor in the Middle East/North Africa (MENA) region where most people have access to local television, video and satellite television. In areas with high levels of illiteracy, television and video are pertinent tools for education although television is a largely under-utilized medium with substantial potential for formal and informal education. Téléciné International (TCI), an NGO founded in 1987 that produces television programmes with social messages targeting children, the youth and families in the MENA region, produced a TV media programme raising awareness on gender rights, and developed an educational kit using this program to train facilitators of NGOs in three major areas: violence against women, broken homes and gender inequality in general. As part of the process of working with and using the kit TCI conducted two launching events in Cairo and Alexandria to introduce the project to NGOs working in the gender-based development projects to invite their facilitators to the training of trainers' sessions. 77 facilitators already working in gender-based development projects were trained on how to use the educational kit to stimulate discussions around women's rights in their own communities using the media program. TCI believes that it is not enough to train those trainers on using the educational kit but it is equally important to hold "follow-up" visits to those facilitators' NGOs and support them while they are trying to conduct the same training with their own beneficiaries.

### **Argentina:** *Journalism and Poverty.*



Periodismo Social (Social Journalism) is a civil association managed by a team with more than 10 years of experience in journalism and social topics. According to research undertaken by Periodismo Social, issues linked to poverty are very rarely treated by the press, thus rendering them almost invisible. When issues relating to poverty are presented by mainstream media they are done so in a de-contextualised, stigmatised, reductionist way without awareness of the infringement of rights such as the right to education, health, etc. Periodismo Social undertook 3 special research projects. With the aim of modifying both quality and quantity in coverage of poverty. Poverty and disability were looked at in partnership with the Red Andi América Latina, one of Latin America's agencies specialising in poverty among infants and children while a second research project on Argentina's social economy was developed with 12 newspapers associated to Argentina's Newspapers Network. The reports produced were produced to organize workshops for NGO personnel on how to relate and engage successfully with mainstream media.

## HIV and AIDS and Stigma

**Benin:** *Fighting stigma and discrimination against HIV and AIDS.*

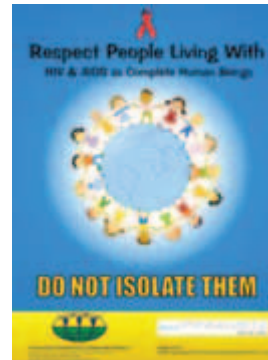
The national HIV and AIDS rate of prevalence is 2% in Benin but over five times higher (10.3%) in communities that practice voodoo, the principal traditional religion in Benin, which associates the pandemic to the supernatural. People living with HIV and AIDS are stigmatized at various levels, including by their own families. Perhaps the most notable initial success of the project was in gaining acceptance of the traditional religious leaders and securing their engagement. Through the project over 1500 women leaders and voodoo leaders gained awareness through training on the causes, manifestations, consequences and methods of prevention of HIV and AIDS. Ten advocacy messages by the religious leaders were aired 100 times on the local radio FM Lokossa. Twenty of the training beneficiaries recorded 10 programmes on women's rights broadcasted on radio in the local languages. The national law on HIV prevention and control was translated into Sawhè, packaged into a brochure and distributed. Behaviour change is a slow and lengthy process particularly in the case of firmly entrenched institutions such as religion. The changes registered by the project need reinforcing and repeating to gain a strong foothold in the communities.



**Pakistan:** *Reducing Stigma and Discrimination among People Living with HIV/AIDS in Lahore.*

The second largest country in south Asia, Pakistan has the third highest rate of HIV prevalence behind India and Nepal. Women, youth and the poor are more susceptible to become newly infected with the virus than any other demographic. The project was designed to increase access to information, skills and services necessary for HIV prevention and control in Lahore. The Sada-e-Noor Resource Centre was thus established to serve religious leaders, local political leaders, community leaders, youth, media practitioners and local health care providers in five union councils of Lahore. The resource centre provides counselling and support for people living with or affected by HIV and AIDS.

Television and radio talk shows, theatre, school and community workshops were utilised to both disseminate knowledge on the pandemic as well as to tackle HIV-related stigma and discrimination. The project reached 3500 people across Lahore who directly participated or indirectly benefited from it.





## Communication for Ecumenism

**PHILIPPINES:** *Empowering social activists to become human rights defenders*



The island of Negros, Philippines, has experienced a rapidly worsening economic and political situation. Hardest hit are the marginalized sectors especially sugar farm workers and urban poor. To make matters worse, the military declared war on

the island to crush so-called 'illegal infrastructures' and 'insurgents'. The Negros Regional Ecumenical Council (NREC) responded by urging social activists and people of faith to challenge human rights abuses. It organised a training programme to educate people about the importance of human rights advocacy and it broadcast the stories of victims of violations. NREC also used its radio programming to alert the people of Negros to the ongoing conflict ravaging the countryside.

**COSTA RICA:** *Ecumenism and inter-religious dialogue in the community*

The Latin American Bible University (UBL), through its Pastoral Bible Institute (IBP), organized distance-learning and encounters with indigenous religious communicators to strengthen the formation of leaders. The project provided equipment and technological training that resulted in the creation of online courses and the production of audiovisual materials and texts. Avoiding preconceptions about the experience of the sacred among first peoples, the project emphasized dialogue and sharing knowledge to



lead to an exchange of cultural understandings and priorities. The project produced two short DVDs on indigenous ways of thinking and living.

## Global Media Monitoring Project 2009/2010



In November 2009 hundreds of individuals, groups and organisations in 130 countries across the world participated in the research phase of the Fourth Global Media Monitoring Project (GMMP). The GMMP is the world's longest running initiative on gender in the world's news media.

Coordinated by WACC, it brings together a remarkable cross-section of participants, from women's grassroots groups and other civil society groups to research institutions to journalist union and media practitioner associations.

The GMMP began in 1995 as a project to capture a snapshot of gender in the world news media. The data was updated in the second GMMP in 2000 followed by a third GMMP in 2005 when an advocacy component was added to apply the results to actions that would lead to a gender-just transformation of news media policy and practice. The GMMP's evolution has resulted in the integration of yet another dimension in the Fourth GMMP, that is, a newly concretized definition as a social movement that spans geographical and institutional locations, race, sex, class and every possible marker of difference.

The GMMP research methodology was revised in 2009 to respond to changes in the news media environment and new expectations for the research. Intended to feed into key global processes scheduled for 2010 including the 15-year review of the implementation of the Beijing Platform for Action for the Advancement of Women and the Millennium Development Goals Review Summit, new elements were integrated into the research tools applied in the previous GMMP of 2005. WACC embarked on training to build capacity on the revised tools and methodology. The workshops began with a global training-of-trainers in Cairo (August, 2009) for regional and sub-regional GMMP coordinators including national coordinators



from the Middle East and North Africa region. The workshop was hosted by WACC member, Coptic Evangelical Organization for Social Services (CEOSS) in collaboration with Appropriate Communication Techniques for Development (ACT), both based in Cairo.

The Asia region workshop was hosted by WACC member Communication Foundation for Asia based in Manila. Following closely in September and October were regional workshops for coordinators from Francophone African countries, majority of which



were participating in the GMMP for the first time ever, and for coordinators from Asia region.

In the Caribbean, the regional coordinator Women's Media Watch (Jamaica) delivered training

to national coordinators through tele- and video-conferencing! The regional coordinators for Spanish-speaking Latin America and for Eastern Africa organised face-to-face training sessions for national coordinators and monitors in their sub-regions. In Latin America Grupo de Apoyo al Movimiento de Mujeres del Azuay (GAMMA, Ecuador) built up and maintained the enthusiastic participation of coordinators from 15 countries across the region, providing timely, individualized advice on the tools and methodology via e-mail. FemlinkPacific in Fiji, regional coordinator for the Pacific, assisted national coordinators in the region via telephone and e-mail. In Europe the coordinator based at the University of Liverpool liaised daily with coordinators in 34 countries. Be Aware Be Emancipated (B.a.B.e) in Croatia provided further support for Eastern and Central Europe. Finally, instruction on the tools and methodology was facilitated through online tutorials on the GMMP website

[www.whomakesthenews.org](http://www.whomakesthenews.org). Efforts to build a solid understanding of the monitoring methodology culminated in the global media monitoring day November 10, 2009 spanning a space of 36 hours commencing at 12 a.m. in Asia and ending at 11.59 p.m. in the Pacific region.



That GMMP participants are unremunerated volunteers is evidence of the extraordinary nature of the GMMP, not only as a global research and advocacy project but also as a global movement of dedicated individuals, groups and organisations united by a

deeply shared conviction of the possibilities for gender equity and equality inherent in gender-fair news media.

The next steps in the GMMP process are to compile the global, regional and national reports and to apply the results in a coordinated action initiative commencing with advocacy campaigns at the time the reports are launched during the final quarter of 2010.

## Websites

Detailed information and news about WACC, its activities, programmes, public statements, resources and other initiatives can be found on its global website at [www.waccglobal.org](http://www.waccglobal.org). The website is crucial in maintaining links with WACC partners and alliances around the world. It receives an average of 20,000 visits every month. New features and sections were added on the website to illustrate WACC's global work and activities. The homepage contains global and regional news, programme updates, feature articles and resources. A new section was created on the website to provide resources about climate change justice. The page contains resources and facts and articles intended to communicate environmental concerns, share knowledge, and advocate action. It is available at: [www.waccglobal.org/en/activities/climate-justice.html](http://www.waccglobal.org/en/activities/climate-justice.html)

Two special websites for WACC's Media and Gender justice and Communication Rights programmes are available at [www.whomakesthenews.org](http://www.whomakesthenews.org) and [www.centreforcommunicationrights.org](http://www.centreforcommunicationrights.org) respectively. Information about WACC's regions is also available on the website.

**Promoting Communication for Social Change** DE EN ES FR search...

**WACC** taking sides

Home | About WACC | Programmes | Activities | Resources | Regions | Press Room | Join | Contact Us | [Login]

### Climate Justice

Climate change, caused by human activity, is threatening the lives and livelihoods of billions of people and the existence of millions of species. Tackling climate change is a matter of social justice requiring urgent and radical action. This page contains resources and facts and articles intended to communicate environmental concerns, share knowledge, and advocate action. As Indian environmental activist and eco-feminist Vandana Shiva has pointed out, 'There can be no ecological security without climate justice. Equity is a precondition for sustainability. We will live together or die together.'

No-Nonsense guide.PDF

\*\*\* Recent Additions \*\*\*

[Resource Guide on Gender and Climate Change \(2010\)](#)  
There can be no effective and efficient battle against climate change if there is not equitable representation of all segments of society in decision-making at all levels. This *Resource Guide on Gender and Climate Change* published by the United Nations Development Programme (UNDP), presents conceptual and methodological advances on gender relations in the context of climate change, with the overall objective of providing guidelines for actors, practitioners and consumers. It has been prepared through research, analyses and combinations of international frameworks, conceptual and methodological documents, and the compilation of case studies. The Guide also considers the approaches that consultants take to deal with the topic, as well as views held by organizations and experts in this field.

['Fourteen days to seal history's judgment on this generation'](#) [*The Guardian*, Editorial, 9.12.2009]  
In an unprecedented act of solidarity 56 newspapers in 45 countries spoke with one voice in a common editorial aimed at influencing decision-making at the Copenhagen Summit. They did so because humanity faces what they characterise as a 'profound emergency'.

[Broadcast Media and Climate Change: A Commitment to Act Now \(2009\)](#)  
The United Nations Educational, Scientific and Cultural Organization (UNESCO), in partnership with the United Nations Environment Programme (UNEP) and regional broadcasting unions, organized an International Conference on 'Broadcast Media and Climate Change: A Public Service Remit' on 4 and 5 September 2009 at its

### Links

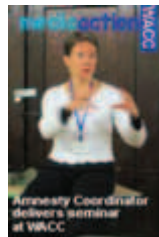
- Actionaid international
- Alliance of Religions and Conservation
- APRODEV
- Brot für die Welt
- CAFOD
- Christian Aid
- Climate Central
- Climate Debate Daily
- David Suzuki Foundation
- Earth Charter Initiative
- EcoEquity
- Environmental Justice and Climate Change Initiative
- Environment News Service
- Evangelischer Entwicklungsdienst (eed)
- Friends of the Earth gendercc platform
- Greenpeace
- Heinrich Böll Stiftung
- ICCO
- Intergovernmental Panel on Climate Change
- Inter Press Service
- Norwegian Church Aid

## Publications



WACC's internationally acclaimed quarterly journal **Media Development** aims to bridge the gap between communication practitioners and theorists. In the course of 2009 it focused on 'Reforming the Media', 'Environmental Communication', 'Copyright and Development', and 'Reimagining Borders'. The journal publishes a range of articles by contributors from South and North, and includes sections on books, cinema, and events.

WACC continued publishing its series of six-page No-Nonsense guides to different aspects of contemporary communications. Two issues appeared in 2009 on 'Indigenous Peoples' Communication Rights' and on 'Media Observatories, Good Governance, and Good Citizenship'.



**Media Action**, WACC's electronic monthly newsletter is distributed to about 10,000 subscribers, members and partners world-wide. The newsletter, produced in English and Spanish, covers WACC's activities, global and regional stories related to communication. 10 issues were produced in 2009. The newsletter is subscribed online at:

<http://waccadmin.info/phplist/?p=subscribe>



**Media and Gender Monitor**, is a bi-annual publication from the WACC Media and Gender Justice Programme distributed to more than 3,000 individuals and organisations worldwide. It aims to articulate the concerns of the Programme from global, regional and local perspectives and address a wide range of gender and communication issues.

## Photo Competition

The annual photo competition was held for the sixth time. This popular event, run on Flickr (<http://www.flickr.com/groups/wacc2008>), brings together hundreds of photographers from around the world to portray a particular subject related to communication. The theme of this year's competition was "Portraying Gender".

Photographers were invited to submit photos that portrayed women or men in ways that offer new perceptions about their roles and responsibilities. More than 950 photographers from all over the world registered to participate, and there were more than 1700 photographs entered to the competition. The winning photo was submitted by Sudipto Das, a photojournalist from Calcutta, India. The photo features



rural women in West Bengal, India, taking part in a traditional boat race, challenging male members of the village. The race was traditionally dominated by men. Each year, the winning photo is awarded \$500 prize while five photos win commendations and are awarded \$200 each.

## Poster

Production of WACC's annual poster resumed this year. The theme of the poster was Communication rights: challenge gender stereotypes. It was based on the annual photo competition theme. The poster was produced in English and Spanish and was distributed to members and at regional and global meetings. Promotional pens were also produced.

**Commendations:** "Father and child" by Heather Plett. Heather is the Director of Resources and Public Engagement for Canadian Foodgrains Bank, a non-profit organization. "Woman at work" by Sumaryanto Bronto. Sumaryanto is a freelance photographer based in Yogyakarta and Jakarta, Indonesia. "Female mechanic", Shanti Devi, by Centre for Human Progress (CHP). The CHP is a New Delhi-based social entrepreneurship. "Leading the way!" by Jyotikajain. "Woman gold miner" in Chocó, Colombia, by Jan Sochor. Jan is a freelance photographer and media designer.





## Film

The 2009 SIGNIS-WACC Award for a film on human rights went to the Communication Foundation for Asia (CFA), Manila, Philippines, for *Dear Peace*, a 30-minute documentary on a unique peace project organized by the CFA for Christian and Muslim high school students who gathered for a week-long Peace Camp. In addition, and in partnership with the Protestant film organization INTERFILM and with SIGNIS, WACC continued its long-standing support for the work of the Ecumenical Juries at the film festivals in Berlin, Cannes, Locarno, and Montreal.



*At Berlin's 2009 international film festival the Ecumenical Jury awarded its main prize to Little Soldier (directed by Annette Oleson, Denmark 2008). It portrays a young female soldier back home from a peacekeeping mission, who is struggling to cope with her experiences.*

## Congress DVD

WACC, in collaboration with The United Church of Canada and the Anglican Church of Canada, produced a DVD on the theme: Communicating for peace. The DVD, an outcome of Congress 2008, is an educational resource for peace advocates and journalists. It can be purchased online through the UCC Resource Distribution service at [http://catalogue.united-church.ca/detail.asp?product\\_id=CH10619](http://catalogue.united-church.ca/detail.asp?product_id=CH10619)

More information about the DVD is available on the website: <http://www.waccglobal.org/en/resources/peace-dvd-resources.html>

## Global statements

WACC issued seven statements calling for action on global issues. They included:

- Statement on International Migrants Day ( December 18)
- Statement marking the end of the UN Climate Change Conference (December 12)
- Statement on International Day of the World's Indigenous People (August 9)
- Statement on World Environment Day (June 5)
- Statement on World Press Freedom Day (May 3)
- Statement on International Women's Day (March 8)
- Statement on International Mother Language Day (February 21)

## Presence on social media

WACC continued to increase it's presence on social media.



A WACC Facebook page was launched in September and is available at: [www.facebook.com/pages/WACC-Global/139482639700](http://www.facebook.com/pages/WACC-Global/139482639700)



Videos about WACC are available on YouTube at <http://www.youtube.com/WACCglobal>.



WACC is also on Twitter at: <http://twitter.com/waccglobal>

## Spotlight on Working with Others in 2009

### **International Federation of Journalists**

WACC established a Cooperation Agreement with the International Federation of Journalists (IFJ), in June 2009, to work together on the promotion of gender equality in journalistic practice through research and production of two publications.

### **DFID and Christian Council of Ghana**

WACC and the Christian Council of Ghana (CCG) continued a 3-year project supported by the UK Government's Department for International Development (DFID) started in July 2008. The project implements a range of communication strategies and tools: from theatre, music, dance, sport, competitions, community radio and TV to sermons, reflections, storytelling and testimonies. Skills acquired enable community organizations and leaders, including religious leaders, to defend the rights of people living with or affected by HIV/AIDS and will contribute to the elimination of stigma and discrimination against them. The project is a significant accomplishment in WACC's response to HIV/AIDS-related stigma and discrimination.

### **Measuring Change in Media Development**

WACC participated in a symposium, October 2009, organized by the Catholic Media Council of Germany (CAMECO) near Bonn, to examine frameworks and methods for evaluating media development work and appraising the quality of the media landscape within countries. Among the frameworks is UNESCO's Media Development Indicators: A Framework for Assessing Media Development which cites WACC's Global Media Monitoring Project as a recommended data source. Among the participants were representatives of organizations such as Deutsche Welle Akademie, Friedrich Ebert Stiftung, the Global Forum for Media Development, International Media Support, Internews Network, Panos, Search for Common Ground, USAID and the World Bank Communication for Governance and Accountability Program.

### **United Nations Development Fund for Women (UNIFEM)**

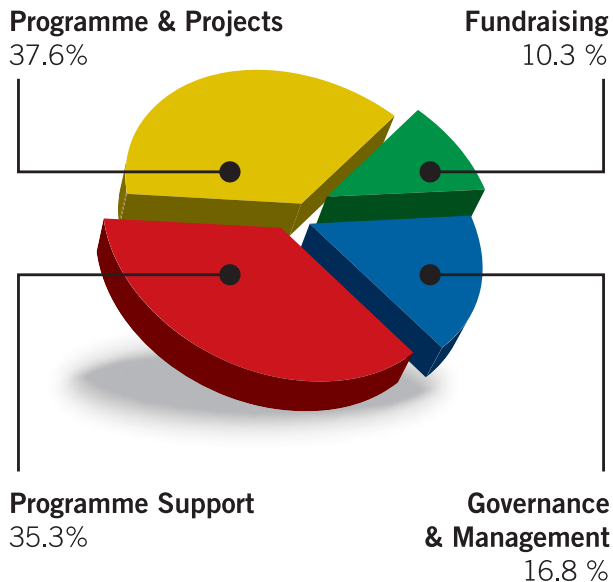
UNIFEM notified WACC in December 2008 of a significant grant for the Global Media Monitoring Project described elsewhere in this report. Throughout the year, the partnership was a collaborative one with UNIFEM staff providing advice, publicity and assistance, especially for preparations for the release of a preliminary report in New York around the time of the UN Commission on the Status of Women meeting.

# 2009 | *Financial Overview*

# 2009 | *Funding*

## WACC Canada and WACC UK 2009 expenditures

## Funding Partners and donations that supported WACC programme in 2009



**Total Expenditures**                      \$ **2,383,885**

- |  |   |
|--|---|
| Bröt für Alle, Switzerland   | Stichting Rotterdam, The Netherlands  |
| The Department for International Development (DFID), UK  | United Nations Development Fund for Women (UNIFEM)  |
| Evangelischer Entwicklungsdienst (Church Development Service) EED, Germany   | The United Church of Canada   |
| Evangelical Lutheran Church of Finland   | Weltgebestag der Frauen Deutsches Komitee eV (Womens World Day of Prayer German Committee), Germany |
| Interkerkelijke Organisatie voor Ontwikkelingssamenwerking (The Interchurch Organisation for Development Co-operation) - ICCO, The Netherlands | Anonymous - 1   |

*WACC would like to thank its funding partners for their continued support.*

WACC is governed by Board of Directors of which the majority are elected by their Regional Association. WACC has eight Regional Associations namely; WACC Africa, WACC Asia, WACC Caribbean, WACC Europe, WACC Latin America, WACC Middle East, WACC North America and WACC Pacific. See [www.waccglobal.org](http://www.waccglobal.org) for more information.

Mr Dennis Smith from Guatemala is the President and Mrs Praxedis Bouwman from the Netherlands is the Vice-President. Mrs Amany Latif Ebied from Egypt is the Secretary, while Rev Young-Cheol Cheon from Korea is the Treasurer. The Rev. Randy Naylor from Canada is the General Secretary.

## Programme Staff

Lavinia Mohr	Director of Programmes and Deputy General Secretary
Philip Lee	Deputy Director of Programmes and Editor of Media Development
Maria Teresa Aveggio	Programme Manager
Sarah Macharia	Programme Manager

## Services Staff

Tim Meadley	Manager of Administration
Teresia Syombua Mutuku	Communication Officer and Website Manager
Anne McGouran	Funding Development Coordinator
Gisèle Langendries	Administrator for Funding and Programmes
Richard Cridlan	Finance Controller and Programme Manager
Jitu Somani	Finance Manager
Edgar Bernal-Martinez	Administrative Assistant
Mike Rowse	Web Development Coordinator

In 2009, WACC Executive Committee approved a number of additional benefits for Members. These will form the basis of a membership campaign to be launched at the beginning of 2010, for the purpose of increasing the total number of Personal and Corporate Members, which has remained steady at about 550 for the past few years. The number of Affiliates has also remained steady over the last year at just under 1000.

## **Benefits of membership of WACC include:**

- Access to a member-only area on the website, which includes a discussion forum
- A membership certificate and a card
- A subscription to Media Development, WACC's international journal
- Automatic subscriptions to WACC's electronic publications: Media Action (in English and/or Spanish) and Media and Gender Monitor
- Copies of The No-Nonsense guide were issued
- Discount on the purchase of WACC publications and on fees for participation in WACC activities
- Membership of the appropriate Regional Association and the right to hold office and to vote at the regional level
- The right to hold office at the Global level and, for Corporate Members, the right to vote at the Global level

For a full list of benefits, click on **Join** on the WACC website, [www.waccglobal.org](http://www.waccglobal.org)

The Annual Subscription is as follows:

<b>Region</b>	<b>Membership Fees</b>	
	<b>Personal</b>	<b>Corporate</b>
North America	40.00 USD	120.00 USD
Elsewhere	30.00 USD	100.00 USD
Students	10.00 USD	

Membership applications may be submitted online, and a membership application form may be downloaded from the WACC website.

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