

Restoring Communication
Rebuilding Community



WACC
in 2010

About WACC



Photo by **Sudipto Das**: women taking part in an adult literacy programme at a remote village in **West Bengal, India**.

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The World Association for Christian Communication (WACC) is a non-governmental organisation that builds on communication rights in order to promote social justice. Today, within the limits of what is possible, we offer guidance and support to people of all faiths, races, and cultures worldwide.

We believe that everyone has the right to communicate and to be communicated to, in the same way that they have the right to food, shelter, and security. In direct partnership with others, we aim to be a catalyst for change for the better, sharing information, knowledge, and experience in the field of communication.

WACC has members in 110 countries. Working with them at local, national, and regional levels, we

address communication needs, strengthen capacities, and tackle ongoing challenges such as the need for gender-sensitive reporting, peace-building, and participatory communication for development.

As a global ecumenical association made up of individual, institutional, and faith-based members, we focus on advancing greater understanding and participation based on everyone's right to communicate openly and democratically about decisions and events that affect their lives.

Working in solidarity with many different partners enables us to advance together towards achieving our goals. Wherever WACC is present, we aim to make a positive difference to people and communities.

Message from the General Secretary



Restoring Communication – Rebuilding Community

The title and cover of WACC's 2010 Annual Report is a reminder of how the year began: with a terrible tragedy in Haiti.

WACC staff as well as WACC members worldwide were very concerned about the people and organizations in Haiti with whom WACC had worked for many years. WACC's response was quick, but rebuilding communication infrastructures will take a long, long time. In our response we had to rely entirely on the financial support of WACC partners, members and friends. This was an amazing expression of solidarity by WACC's global network.

Another remarkable evidence of WACC's strong grassroots network, members and partners is the Global Media Monitoring Project (GMMP). For the fourth time WACC gathered and evaluated findings from groups in 108 countries that took part in

the world's longest running research and advocacy initiative on gender in the news media. GMMP is much more than data collection. The monitoring process is, in many ways, transformational for those who participate in it. The Report with its findings was presented to the global public in September 2010.

Communities grow and flourish when communication and media literacy skills are developed in areas such as Media and Gender Justice, Communication for Peace, Communication and Poverty, Recognising and Building Communication Rights, HIV and AIDS, Communication and Stigma, and Communication for Ecumenism.

All projects and programmes highlighted in this Annual Report took place under the leadership of WACC's General Secretary, Rev. Dr Randy Naylor, who after ten years of ministry with WACC stepped down as General Secretary at the end of October 2010 in order to serve a congregation.

It was also under the leadership of Rev. Naylor that two major programme evaluations took place, which underlined once more WACC's unique role as a faith-based international NGO which is working specifically on the right to communication.

WACC is proud of its members, partners, and alliance in about 110 countries and which are organised in eight regions. The regional highlights in this Annual Report can only provide a glimpse of the activities and challenges of this vibrant network. They also show that apart from the WACC Offices in Toronto and London and their activities, each WACC region is, in its own unique way, participating in the shared vision of building sustainable communities and working for social transformation through communication.

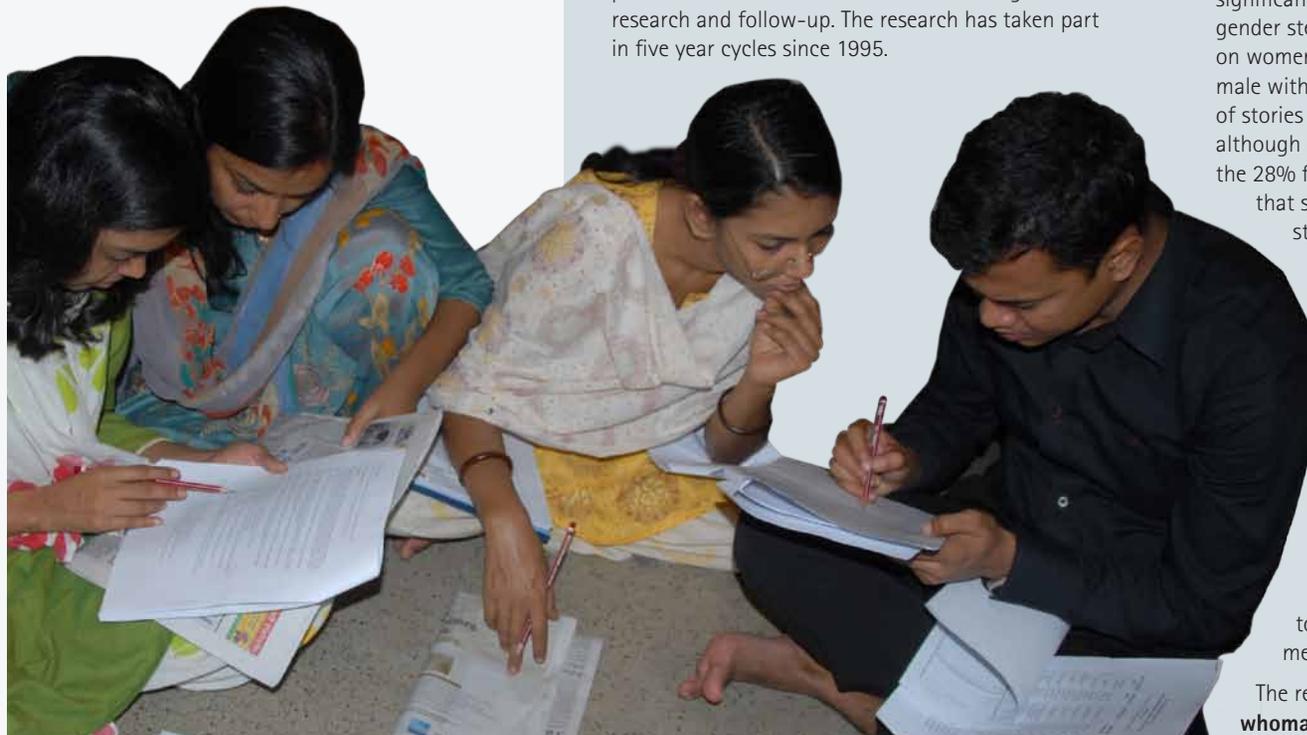
**The Rev. Karin Achtelstetter
General Secretary**

2010 Programme Highlights

Media and Gender Justice

Global Media Monitoring Project 2010

WACC in collaboration with regional and national coordinators in 108 countries worldwide.



Only 24% of the people heard, seen or read about in the news are female. While there is evidence of some progress in women's presence and positive gender representation in the news during the past 15 years, much remains to be done to ensure fair and balanced reporting in every country around the world.

The statistical evidence is an outcome of the 4th Global Media Monitoring Project (GMMP 2010), the world's longest running research and advocacy initiative on gender in the news media. The GMMP is coordinated by WACC and brings together a remarkable cross-section of participants, from women's grassroots groups and other civil society organisations, to research institutions and media practitioner associations to undertake the global research and follow-up. The research has taken part in five year cycles since 1995.



Participants in the fourth research monitored 1,365 newspapers, television and radio stations and Internet news sites, 17,795 news stories and 38,253 persons in the news in 108 countries. The research results were published in *Who Makes the News? The Global Media Monitoring Project 2010* global report which includes seven regional and 61 national reports.

The fourth GMMP found that the world seen in news media remains largely a male one. News media show significant gender bias. Only 6% of stories challenge gender stereotypes and 13% of stories focus centrally on women. Expert commentary is overwhelmingly male with only one female in every five experts. 37% of stories are reported by women, a statistic which although below parity, is significantly higher than the 28% found 15 years ago. The research found

that stories by female reporters challenge gender stereotypes twice as often as stories by male reporters. Gender bias in traditional news media are carried over into Internet news; in some respects, the biases are even more intense.

The national, regional and global GMMP reports contain plans of action for media professionals and others committed to gender-ethical news media. The global GMMP network will, during the next four years, seek to implement the plans for action, with the objective to accelerate the pace of change towards gender balanced and fair news media.

The reports can be downloaded at www.whomakesthenews.org/gmmp-2010-reports.html

GMMP monitors in Bangladesh.

HIV and AIDS, Communication and Stigma



Ghana

Reducing HIV/AIDS-related stigma and discrimination among vulnerable groups

The national HIV prevalence in Ghana increased from 1.7% in 2008 to 1.9 in 2009, according to the annual cross sectional survey of pregnant women attending ante natal clinics. Stigma and discrimination is high towards people living with HIV and AIDS (PLs) undermining prevention, treatment, care and their basic human rights. Since 2008, the **Christian Council of Ghana (CCG)** with input and support from WACC, has worked with community members, opinion leaders, traditional leaders and key stakeholders to reduce HIV/AIDS-related stigma and discrimination in Ga West, Manya Krobo and Dangme West districts of the Greater Accra region. In 2010, the project built capacity to defend the rights of PLs and to contribute to the fight against stigma. Religious leaders in the participating communities carried the anti-stigma campaign to church pulpits in the Called to Care series that sets HIV within a Biblical context of caring, and to mosques as well. Some churches have, as a result, dedicated funds to support PLs in their regular administrative budgets. Members of the project's PL networks began anti-stigma diaries to identify and address self-stigma. Media professionals gained capacity to report on HIV and AIDS from a rights-based perspective; as a direct result, Radio Ada and Obunu FM have instituted regular popular call-in programmes, with PLs as guest discussants.

Chad | *Increasing church involvement in reducing stigma*

Chad follows the typical pattern of countries in which the subject of HIV and AIDS remains taboo for religious leaders. WACC Global partnered with **Collectif des Associations et Groupements pour le Développement Durable: Espoir Vie Positive (CADED/EV+)** in a project to increase the involvement of churches in Sarh region to combat such stigma. 33 local churches directly participated in the project through which 33 church leaders, 75 women community leaders, congregants living with HIV and AIDS, 72 youth movement leaders from the churches and other church members gained capacity to recognize and counter HIV-related stigma. The participating churches introduced a ten-minute HIV/AIDS information segment into the regular Sunday morning programme. AIDS awareness clubs have been created in 20 churches, and numerous church attendees volunteered for HIV testing, indicating the project's success in building real awareness about knowing one's status. The project's impact in transforming attitudes was consolidated in a T-shirt campaign, mobile cinema shows and broadcasts on radio Lotiko and radio Sarh.



Communication for Peace



Strengthening the capacity of citizen journalists

Citizens for Development (CFD) organised two workshops for journalists on how to promote citizenship in media, especially among different religious communities. The first workshop was planned for journalists from Cairo representing different media outlets, national and private. The second workshop was intended for local media practitioners in Upper Egypt, the Delta and Alexandria. It focused on how to promote citizenship through television, radio, and newspapers. A detailed training manual was prepared in advance and used at both workshops after which CFD published a book summarizing the main themes and discussions. The project successfully highlighted questions of citizenship in Egypt today in its various dimensions: political, economic, social and cultural.

Fiji | *Communicating a culture of peace by strengthening women's roles*

femLINKpacific has strengthened its commitment to media freedom by emphasising the role of community media during the Media Decree Consultation in Suva, Fiji, as well as expressing solidarity with media professionals. It has promoted dialogue among various civil society networks and government officials on the need for freedom of expression and independent media, and the role of peace journalism in Fiji. In collaboration with the The Global Partnership for the Prevention of Armed Conflict (GPPAC) Pacific network, femLINKpacific issued solidarity statements on media freedom in Fiji and continued to forge ties between peace women and women in the news media. It shared information about its work on United Nations Security Council Resolution (UNSCR) 1325 as well as other campaigns and networks. As a result of these initiatives, the role of community and citizens' media has been strengthened.



Communication and Poverty

India | *Land rights of Dalit people*



When the 6,000 villagers most of them Dalit, had their ancient lands taken from them to make space for foreign companies, they approached the **Association for the Rural Poor (ARP)** for help. With a small grant from WACC, APR and the villagers launched a campaign to rescue the lands which they have owned for over half a century. Women and men, children and teenagers joined forces and engaged the support of APR to advise them and accompany them in the struggle to reverse what they saw as an unjust and unfair decision which would lead them into displacement and forced migration. Using posters and banners, organised rallies and street theatre, the villagers and APR staff worked to gather support and increased awareness about the dangers posed to the people's way of life by the expropriation of the communal lands.



Fiji | *Empowering communities using technology for poverty alleviation*

Proper sanitation, safe drinking water, roads and infrastructure have been traditionally identified as essential part of any programme of poverty alleviation. Increasingly access to information and telecommunications is being seen as important contributors to addressing poverty. In an effort to lessen the gap in access to information and communications technologies (ICT) among some rural and marginalised communities in Fiji, the **Ecumenical Centre for Research, Education and Advocacy (ECREA)** provided, with WACC support, access to information through ICTs for rural and peri-urban areas. Three new communities became connected to the People's Community Network – which brings together people living in informal settlements around some of Fiji's main cities.



Recognizing Communication Rights

India *Legal awareness through communication*

Created in 1982 the **Resource Institute for Social Education (RISE)**, an NGO involved in community development and community organisation was supported by WACC to share crucial information about India's people friendly Acts which are largely ignored due to lack of accessible information. The videos produced and the workshops undertaken with numerous grass root organisations have made the population of Tamil Nadu and Puducherry much better informed about their entitlements granted by the 2005 Right to Information Act, the Protection of Women from Domestic Violence Act, 2005, the National Rural Employment Guarantee Act, 2005 and the Schedule Caste and Schedule Tribe Atrocity Prevention Act of 1989. As a result of the project and the use of resources produced, there is an increased understanding among Dalits about the legal definitions of atrocities, the punishments for offenders and the remedies for the victims, while the information on the entitlements under the rural employment guarantee act has helped landless Dalits labourers to obtain employment.



Bolivia

Training communicators with disabilities to build their communication rights.

Through this project the **Training Service in Radio and Television (SECRAD)** addressed the social exclusion and 'invisibility' of people with disabilities in Bolivia by providing technical skills-training to visually impaired people in the city of La Paz. Exclusion and invisibility have been a huge obstacle to the participation of disabled people in society, and a gross infringement of their rights as citizens in Bolivia. Building on the plan of action arising from the First International Workshop on Communication and Disability organised by SECRAD when media discrimination and the lack of public policies were discussed, this project sought to provide communication training for people with disabilities. The project resulted in a marked increase in the participants' self-esteem, sense of empowerment and entitlement to rights. It also resulted in an increase in the interest among mainstream media to cover issues of disabilities in a more inclusive way. Finally, there has been some acceptance on the part of some media on the inclusion of people with disabilities in their programming, generating stronger visibility for this sector of the population.

Communication for Ecumenism



Rwanda *Promoting ecumenism through communication activities*

The **Peace-building, Healing and Reconciliation Programme (PHARP)** is an international NGO operating in Kenya, Rwanda, Tanzania, Uganda, Burundi, and Sudan. PHARP's strategy is to maximize the impact of its programmes through interventions designed to build local capacities by using participatory approaches, strengthening a community's sense of ownership of a project and promoting local sustainability. PHARP organized and led training workshops bringing together pastors, evangelists, church and youth leaders from different ethnic backgrounds in two districts in Rwanda. The first took place in Jenda, which suffered both during the genocide and later when Hutu dissidents returned from the Congo. Participants reported that after the training workshop, they put into practice what they had learnt by visiting different communities and telling their stories to their congregations.

A second workshop was held at Rukumbura in the Southern Province, where 62 young men and women evaluated different approaches to living peacefully in community and exchanged testimonies about how to build stronger relationships among themselves and their neighbours.

India | *Equipping theological students with skills in new media literacy*

The **Christian Institute for the Study of Religion and Society (CISRS)** is an ecumenical organisation deeply committed to the social witness of the church in India. Through research and publications on contemporary issues and concerns, CISRS has been working to provide new vision and perspective in order to become a meaningful presence in contemporary society. CISRS has been coordinating a series of workshops for theological students on new media literacy and alternative media production. In this context, a group of 30 young theologians, consisting of educators, research scholars, and ecumenical and social activists from all over India has been consulting on Christian Theologizing and Social Thinking. They have formed a Fellowship of Contextually Engaged Indian Christian Theologians to discern the signs of the times and to engage in public witness in solidarity with today's social movements.



Get Involved

Stay updated and in-tune with all our projects and activities! Here are samples of our projects



Fiji: We partnered with femLINKpacific to strengthen its work on media freedom by emphasizing the role of community media as well as building solidarity with media professionals. Through community media such as this "suitcase radio project", FemLink has promoted dialogue among various civil society networks and government officials on the need for freedom of expression and independent media, and the role of peace journalism in Fiji.



Kenya: We supported the Kenya Pastoralist Journalist Network (KPJN) to carry out a peace education and awareness project. The project aims to address the different factors that fuel conflict and retard development, including cattle rustling, direct marginalization, resource competition (e.g. water, pasture and salt licks), prevalence of small arms and light weapon.



In **Zimbabwe**, we worked together with Creative Centre for Communication and Development (CCCD) through the "Bring Voices in from the Margins" project to empower marginalised and vulnerable women and girls to effectively use communication skills and information and communication technologies (ICTs) to express their needs, to make



their voices heard, and to participate fully in their own development for long term social change. The government of Zimbabwe has failed to recognise and uphold communication rights resulting into serious infringement of basic human rights and fundamental freedoms.

Tel Aviv – We supported production of a documentary "**Six Floors from Hell**" which was recognized at London's International Film Festival and at Doc Aviv, Israel's most

prestigious film festival. It was also screened at MedFilmFestival in Italy. The documentary addresses 'the invisibility' of Palestinian workers who "illegally" bypass the military checkpoints and separation wall from the Occupied Territories into Israel to seek employment.



In **Garur, Uttarakhand, India**, We partnered with the Himalaya Trust to support a community radio station which serves as an open and inclusive information, communication and training centre for broadcasting and related media skills for young people. Through the station, we help develop talents and basic technical skills required for radio programming.

If you are not already a member, **BECOME ONE TODAY!**

Here is just a sample of what you get as part of your Membership Package

- A free subscription to our international journal Media Development
- Access to the "members only" part of our website
- The opportunity to comment on articles which appear on the website
- Free copies of selected hard-copy publications, and discounts when purchasing others

Sign up today! Go to www.waccglobal.org and click on Join.



Join us and help us provide communication skills training to visually impaired people. We are supporting **SECRAD (Servicio de Capacitación en Radio y Televisión para el Desarrollo in Bolivia)** a WACC corporate member, to fight for communication rights of Persons with Disabilities in **Bolivia**.

Check out our new videos from Guatemala!

Watch our on-site interviews with women in **Cobán**, in the province of **Alta Verapaz**, central **Guatemala** who have been marginalized, maligned and abused...hear their stories first hand... what they have to say...how they been helped. We are working jointly with CEDEPCA (Centro Evangélico de Estudios Pastorales en Centro América) to create awareness about the problem of *femicide* in Guatemala.

These stories will provide an insightful perspective on just one of our many and varied projects.

Here is what some of the women told us:



"We did not even know that what we were suffering was violence. We did not know that the suffering had a name. We thought it was normal life. Now we know we have the possibility of approaching the authorities and that there is a legal framework that prohibits violence against women. We are no longer ignorant", says **Sandra**.



Onely says "We thank God for the support WACC and CEDEPCA has given us. If it was not for their support, we would not have known the laws in our country. This has helped me personally and also my women friends who have suffered violence and did not know that it was against the law. I suffered a lot of violence in my own home and if I had known about the laws, I would have fought against the violence. Thanks to WACC and CEDEPCA I have been able to change. And also I am not as abused as I was before".



Irma says "Here in Guatemala there is a lot of violence and a lot of abuse caused by sexism and machismo. And this is not just happening in society but it is also happening within

the churches. We share with our friends in the community what we have learned. Each time we have the opportunity to share with a friend who has suffered violence; we tell her that it is not necessary to crumple under the weight of violence and abuse. We tell her that she is not alone, we are there to support her and that there is a way out."



Rumualda says "Here in Guatemala, the authorities are not concerned when women are murdered or sexually violated, mistreated, or exposed to violence in their families. We are treated as if we are animals. So we came to the workshop to strengthen ourselves and share our experiences about violence. I came to hear and to learn and to support other women who have directly suffered violence."



Rev. Delia Leal, the CEDEPCA coordinator in Cobán says: "the news media splash headlines such as 'woman murdered' and then give statistics. But a paragraph later they will condition the crime against women saying, for example, that the woman was murdered because she was out at 1 a.m or because she had a tattoo. So, although the media want to sensitize the population against this social phenomenon, they blow it up by falling into stereotypes and accusing the victims saying that it is somehow their fault that they were murdered".

Watch the video interviews on our website at: www.waccglobal.org/component/content/article/2517:walking-with-us-and-feeling-what-we-feel.html

Get involved and make a difference today!

Your comments and views are welcomed.

Visit our website and learn more about our programmes and activities... www.waccglobal.org

Join us to obtain the latest news and updates



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Communications

Resources



WACC's internationally acclaimed quarterly journal **Media Development** bridges the gap between communication practitioners and theorists. In the course of 2010 it complemented strategic thinking around how to advance gender equality by focusing on "Rethinking Media and Gender Justice". That was followed by a ground-breaking issue on "The Right to Memory", exploring the politics of remembering and forgetting. Contributing to the renewal of the churches' co-pilgrimage towards ecumenism, "Communication for Ecumenism" identified interreligious dialogue as a means of communicating affirmation and respect while spelling out differences. Finally, "Breaking Old Ground in New Ways" was an opportunity for the journal's eminent Editorial Consultants to write on a topic of communication that they felt was timely and urgent.

WACC continued publishing its series of six-page **No-Nonsense guides to...** different aspects of contemporary communications. Two issues appeared in 2010 on "The Right to Information" (published in English, French, and Spanish) and "Communicating Women and Peace and Security".

Media Action, is a free monthly electronic newsletter subscribed by about 10,000 people. Produced in English and Spanish, the newsletter keeps readers informed of WACC's activities around the world, latest developments within WACC and in-depth articles related to communication rights. Sign up for the newsletter online at: 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.

www.waccglobal.org/en/resources/media-and-gender-monitor.html

www.whomakesthenews.org

For further information on any of these stories, visit us at www.waccglobal.org

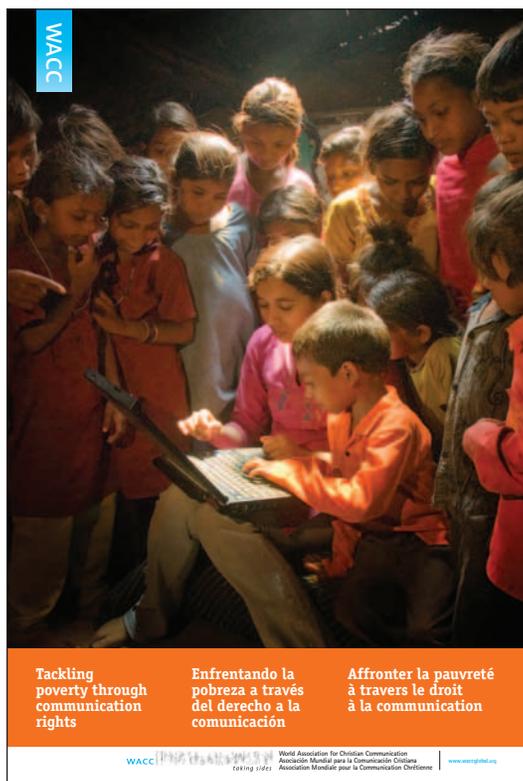
Film

The WACC-SIGNIS Human Rights Award 2010 was given to the documentary *The Garden at the End of the World*, directed by Australian film-maker Gary Caganoff. The film explores the legacy of devastation and trauma in Afghanistan and illustrates the tragic consequences of war and the widespread hunger, homelessness and lawlessness that it causes. In particular, it shows the impact on the lives of widows and orphans, who now number tens of thousands. In addition, and in partnership with the Protestant film organisation 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 2010 International Film Festival the Ecumenical Jury awarded its main prize to *Bal (Honey)* directed by Semih Kaplanoglu –Turkey/Germany 2010 (pictured here). It tells the story of the blossoming of sensibility in a young boy, Yusuf, whose father gathers wild honey in the forests of northeast Turkey.

WACC Photo Competition



Tackling poverty through communication rights

Enfrentando la pobreza a través del derecho a la comunicación

Affronter la pauvreté à travers le droit à la communication

WACC | World Association for Christian Communication
 Associação Mundial para la Comunicación Cristiana
 Association Mondiale pour la Communication Chrétienne | www.waccglobal.org

The annual photo competition was held May 2010. The theme of the competition was *Communication and Poverty*. This popular event, run on Flickr (www.flickr.com/groups/wacc2010/), brings together hundreds

of photographers from around the world to portray a particular subject related to WACC's programme themes on communication.

Photographers were invited to submit images on the following theme: *Poverty includes communication poverty; stronger voices of people living in poverty lead to better understanding and action aimed at tackling injustice and inequality; with open access to information and knowledge, poor communities can work towards a better future.*

More than 1000 photographs were entered in the competition.

The winning photo, features a volunteer teaching basic computer skills to tribal poor children in **dhar(mp) India**. It was submitted by photographer Chetan Soni, who has won several awards in other photo competitions including 1st Prize in the 2010 Florida Literacy Photo contest, 1st Prize in UNCCD (United Nations Convention to Combat Desertification) contest, a Commonwealth Press union photo award in 2007, a Silver Medal by India International Photography council, a commendation award by Free Press newspaper, among other awards.



Commendation photo: Entered by Chetan Soni, features a volunteer teaching basic computer skills to tribal women in **dhar (mp) India**.



Commendation photo: The photo was taken during a demonstration by people living in slums in **Indore, India**. The photo, taken by Dilip Lokre, a Photo Editor for Free Press, Indore, presents "Loud speaker as the main source of communication for the illiterate people". **Lokre** has won other awards in global photo contests.

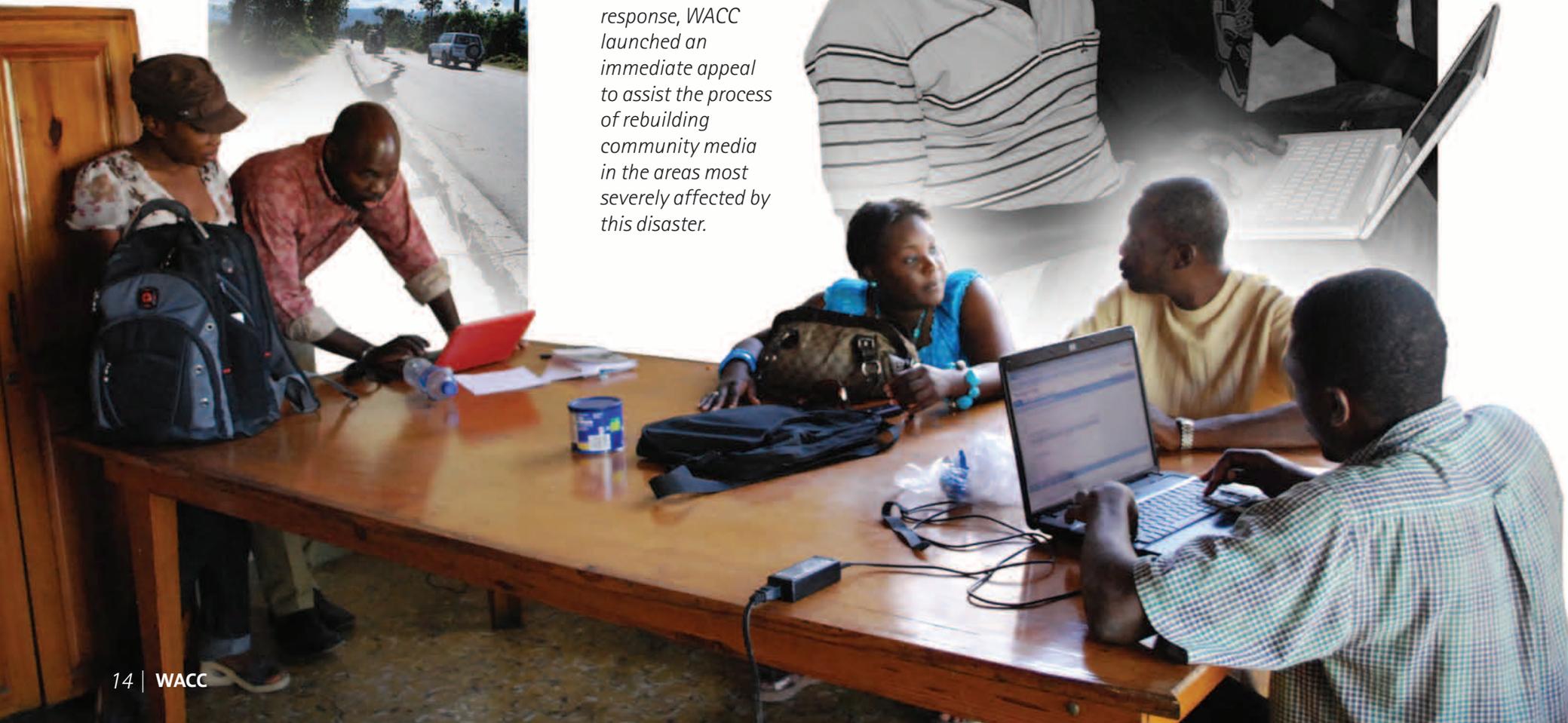


Commendation photo: The photo is a "symbol of thrust for education to overcome poverty." It was taken by Kaushik Majumder (Raja), a teacher at the Ramakrishna Mission Ashrama primary school in **Calcutta India**. Majumder has done photography as a hobby since 2005.

Rebuilding Community Media in Haiti



In January 2010, Haiti and its people became victims of a devastating earthquake. The effects were catastrophic on many levels – to its economy, its residents and its communication infrastructure. In response, WACC launched an immediate appeal to assist the process of rebuilding community media in the areas most severely affected by this disaster.



Some of the networks and members partnering with us were:

Groupe Médialternatif - a well established community media organisation focused on participatory communication. The group's office was completely destroyed.



Groupe Médialternatif office

“Moving the offices of Groupe Médialternatif, Alterpresse and the Youth Tele-Center to a new location and acquiring new equipment is a great challenge.”

Gotson Pierre, Executive Director of Alterpresse News Agency which is a member of Groupe Médialternatif.

Sosyete Animasyon Kominikasyon Sosyal (Society for the Promotion of Social Communications, SAKS), a long time project partner of WACC, was also destroyed by the earthquake. SAKS works with about 20 community radio stations and promotes popular communication in Haiti. For the community radio stations which have been receiving technical assistance, educational and training materials produced by SAKS for more than 17 years, the destruction of its physical infrastructure, equipment and documentation was a hard blow.



SAKS office

“We have lost everything, the only thing we have now is the hope of being capable of starting from scratch.”

Sony Esteus, a journalist and Executive Director of SAKS

Radio Zetwal in the community of Fondwa, Jacmel, was completely destroyed. According to the Director of Radio Zetwal, Enel Beaul, and Zetwal's administrator, Frang Inoolent everything in the station including transmission and sound equipment and computers was destroyed.

Rezo Fanm Radyo Kominote Ayisyen (REFRAKA) was located on the first floor of a six-storey building. The building completely collapsed, and dozens of people inside were killed. However, no WACC member or employee of REFRAKA was killed in the tragedy. REFRAKA produces radio programs for community radio stations telling the stories of rural and urban women, health, environment, and other community issues.



Marie Guyrleine, Director of REFRAKA

Supporting these and other networks in Haiti to rebuild community communications infrastructure is a continuing challenge.

To support the WACC Global Haiti Fund, go to:
www.waccglobal.org/en/activities/haiti-appeal.html

Regional Highlights



Africa

The most significant event of the year was a seminar on Peace Journalism organized by the regional executive committee in Dar es Salaam, Tanzania, 26-27th March 2010. The aim of the seminar was "to help journalists understand and appreciate the importance of communicating and promoting peace." The seminar was attended by university lecturers, news reporters, editors and peace activists from Kenya, Uganda, and Tanzania.

It was also an awareness forum about the work of WACC. New members joined WACC following the seminar and more organisations applied for WACC support for their projects during the year.



“More and more people are getting to know about WACC. They learned about WACC from the seminar and from the WACC website. The number of project applications also increased during the year. This has encouraged us to continue raising awareness about WACC here in the region.”

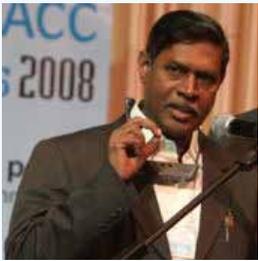
Rev. Achowah Umenei
Chair WACC-Africa



Participants of WACC-Africa in the seminar on peace journalism



Asia



“In the midst of these situations, there is still hope and that hope we want to celebrate in Asia.”

Rev. Dr. Samuel Wilson Meshack
Chair WACC-Asia

The main accomplishment of the year was the completion of a regional project in developing Poverty Reporting Standards. This came as a result of three workshops in different parts of India, covering South, North and North-East India. The key findings of the research concludes that the mainstream media do not pay enough attention to poverty issues. There is less communication about poverty. This calls for more training of reporters among the grassroots victims of poverty. The research recommends "barefoot Journalist Training Course".

The Asia Communication Sunday 2010 was a grand success in creating awareness about WACC and its membership in the region. The theme was "Communicating Hope amidst diversity: the Challenges of Multi-faith Asia." A special booklet containing a variety of resources was published

ASIA COMMUNICATION SUNDAY - 2010

COMMUNICATING
HOPE AMIDST DIVERSITY:
THE CHALLENGES OF
MULTI-FAITH ASIA

20 JUNE 2010

WORLD ASSOCIATION FOR CHRISTIAN COMMUNICATION - ASIA REGION

and distributed to the churches in Asia to promote the ideals of WACC. There was an increase in the membership following the promotion.

The region also awarded the WACC President, Dr. Dennis Smith and the former General Secretary Rev. Dr. Randy Naylor with individual honorary doctorates. This was in recognition of their contributions to the field of communication through Gurukul Lutheran Theological College & Research Institute, which is the primary institution offering communication as a doctoral degree in theological studies.

Challenges

Various countries in the region faced particular challenges during the year: the floods disaster in Pakistan; Hong Kong still recovering from the bus hostage shooting in Manila. Churches in both Philippines and Hong Kong have been active in keeping the situation in perspective; the great suffering in Afghanistan, India, and Indonesia and all over Asia.



Caribbean

On 12 January 2010, a devastating earthquake hit Haiti paralyzing the country's information and communication infrastructure. Some WACC members and partners were affected, as various community media stations and broadcasting equipment were completely destroyed. Luckily, no WACC members were killed in the tragedy. However the magnitude of the catastrophe disrupted some of the regional activities lined up for the year.

Immediately following the tragedy, WACC global launched a fund to help rebuild community media in the most affected areas (details are available on this special project on pages 14-15). The WACC Secretariat provided satellite phones immediately to help locate and communicate with members in the country.

Donations received through the WACC Haiti fund, were used to support local networks to re-build and re-equip some community radio stations.

The partners supported are Groupe Médialternatif, Social Animation and Communication Society (SAKS) and Rezo Fanm Radyo Kominote Ayisyen (REFRAKA).



“In spite of the fact that WACC-Caribe started the year 2010 in a tragic way, experiencing grave difficulties which prevented the realization of the activities included in the 2010 work plan, this experience may be considered a great opportunity to reaffirm our interest in the environmental problems that plague the countries of the region, especially in the most vulnerable sectors. It is also a good occasion to test our capacity to apply our Christian Principles of Communication. In fact, more than talk or technology, communication, from the point of view of our principles is life through solidarity in action. The Regional Executive Committee of WACC-Caribe uses this opportunity to thank our WACC Global family, once again, for its care and solidarity.”

Ary Regis
Chair WACC-Caribe



Europe



“Close co-operation between WACC-Europe and ecumenical organisations based in Geneva has been affected by downsizing and other recent changes. In previous years, we have had communication staff from those organizations, but now the situation has changed and our close collaboration has been affected. WACC is an ecumenical organization and Geneva has been the central point for the ecumenical movement and so it is a challenge how these organizations will respond to communication issues in the future. Even though most of these organizations are struggling with limited budgets, we strongly feel that they should consider that communication plays a key role in realizing their work.”

Rev Juha Rajamäki
Chair WACC-Europe



2010 television festival prize winners

In Berlin, between June 2-6, 2010, WACC Europe jointly with SIGNIS (the World Catholic Association for Communication) and in cooperation with Zweites Deutsches Fernsehen (ZDF) organized one of the key events of the year in the region – the European Television Festival of Religious Programmes. 70 programmes from 36 stations in Europe, Canada and the Middle East were screened in the festival.

The Festival is held every three years and provides an opportunity to present and reward the very best of European television programmes that express, explore and examine values in relation to religion, faith and ethics.

“This is the only festival of religious programs in the region which is why even big companies participate in it. The festival is a very important part of the work of SIGNIS and WACC. We will continue with the cooperation in the future.”

However, the region is increasingly challenged by the ongoing downsizing of communication personnel and shrinking budgets within ecumenical organisations. Most of the organisations affected are unable to participate in regional activities.



Latin America



Mixe Women Knitting Stories through Radio Jepoj. The group based in Oaxaca, Mexico, focuses on indigenous women.



Luciano Sathler
President WACC-Latin America

Drugs and narcotics are a major challenge in some countries in the region. This increasing phenomenon demands new approaches and new communication strategies.

Another issue of concern is that new governments in the region are democratic but neoliberalism is the trend, which creates dependent economies, deepens the gap between poor and rich people with regard to material goods, knowledge and technology.

“This kind of inequality is a struggle and a challenge to the region. At the same time, we are proud that

technology places Brazil as a world leader, especially in new digital media and networks.”

In addition, some of our countries like Ecuador and Bolivia have continued to reinforce communication programs for indigenous people during the year.

In South America, especially in Argentina, important victories were realized regarding communication legislation. A social movement –which includes WACC–pushed the government of Argentina to approve the Audiovisual Communication Service Law.

“This is an important effort with regard to the democratization of communication. Similar trends can be seen in Paraguay and Uruguay”

“Communication more than ever is seen as a human process, which is very powerful. WACC has become an organisation with huge potential and a bright future, especially with regard to promoting communication values in the region.”



Middle East



“The uprisings in the region have underscored the role of media and freedom of expression in shaping our communities and the future of our society. Now we need to re-evaluate what we have been doing in light of these changes. We are experiencing real transformation in the region.”

Dr. Riad Jarjour
Chair WACC–Middle East



Journalists at a peace journalism workshop in Lebanon. It was organised by Forum for Development, Culture and Dialogue (FDCD).

Peace journalism is gradually being realized in the region. The whole concept of peace journalism was not very welcome here because when you speak of peace, everyone thinks we are talking about peace with Israel.

In 2010 the region conducted a workshop to introduce the concept of peace journalism and the role of communication in peace building. Some of the members trained were able to also introduce the concept in their workplaces through writing, TV and radio programming.

“We had at least two success stories; one in Palestine and another in Iraq. Five people from Iraq and three from Palestine attended the seminar. Since the workshop, these participants have been advocating for peace through writing and TV stations in their countries”

However most of the activities planned for 2010 were delayed due to insecurity and the prevailing political and religious uprisings. The killings of Christians in Iraq and Egypt were particularly a big blow to the region. Télé-Lumière, a WACC corporate member, broadcast the stories live despite the challenge of freedom of expression faced by many media channels.



North America



Participants at the WACC North America roundtable on the Global Media Monitoring Project 2010

On 20 September 2010, the region coordinated and sponsored the "Who Makes the News in the Newsroom?" roundtable with practicing and academic journalists at St. John's University in New York City. The purpose of the roundtable was to support the launch and dissemination of the findings of Global Media Monitoring Project 2010.

A series of webinars were also conducted by the region to discuss current issues in communications, to provide professional development to members and to raise awareness about WACC.

The region also has a vibrant and active blog aimed at engaging existing and potential members of WACC. A monthly e-newsletter - WACC N.A. News - is also produced to keep membership informed and connected.

Despite these successes, drastic reductions in staff and budgets in denominational communication offices have affected membership in the region.



“One fears the long term consequences for the churches of eliminating so many professional communicators from its ranks. How can the mission of the Church be announced in the marketplace if there are no communicators to do that? This reality has affected members' involvement in WACC's work in the region.”

Sheila George
President-WACC North America



Pacific



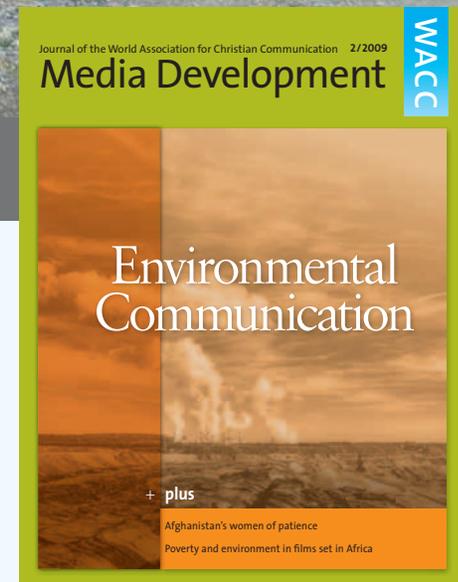
“The region appreciates that WACC global is taking the issue of climate change seriously and we use a lot of the resources and information materials provided by the Secretariat. We like the provocation of having the world know that climate change is affecting the people of the Pacific. Many people are threatened by rising sea levels. There are already two islands where people will have to be evacuated in the next few years because the islands will be gone. This is one of the major concerns for the region.”

Viliami "Bill" Falekaono
Chair WACC-Pacific



River Wainimala in Naitasiri Fiji: Photo courtesy of Ecumenical Centre for Research, Education & Advocacy (ECREA)

The region is most threatened by climate change and natural disasters. Most project partners in the region are focusing on communication and climate justice. WACC recently launched a webpage to share resources and more information on this subject. The region used materials from the resources page for awareness campaigns and information including the 2/2009 issue of *Media Development*.



Networking and Global Events



WACC conveyed its support to UN Women as it commenced its first year of operation.

"Integrating efforts to foster women's communication rights into the UN Women's goals increases the possibility of achieving deeper, structural and long-term change." said WACC in a letter addressed to Executive Director, Ms. Michelle Bachelet



Simon Kangas Larsen, Director of the Danish Church Media Centre (DKM), visited WACC offices in Toronto, 2-3 December 2010, to explore potential initiatives for future collaboration with WACC.

"I look forward to good cooperation opportunities in the future between WACC and DKM", said Larsen.



WACC Deputy General Secretary, **Lavinia Mohr**, gave a keynote speech at the 4th Southern African Gender and Media Summit in Johannesburg, South Africa, 13 October 2010. The theme of the Summit was *Gender and Media, Diversity and Change: Taking Stock*.



The **Rev. Karin Achtelstetter**, was installed new General Secretary of WACC, 5 October 2010. She replaced former General Secretary the Rev. Randy Naylor.

"Celebrating and giving thanks for communication leadership in its many expressions reminds us of WACC's history and its uniqueness", said Achtelstetter.



Rev. Randy Naylor DD(hc) was General Secretary of WACC July 2001 to October 2010. He was also responsible for liaison with the WACC-Asia region. Previously he worked for the United Church of Canada for 12 years. He was honoured for his work in communication with a Doctor of Divinity degree in 1995 and another Doctor of Divinity in 2010. Currently, he is a minister for Parkwoods United Church, in Toronto.



On 5 October 2010, **Carlos A. Valle**, former General Secretary of WACC, was awarded Honorary Life Membership in recognition of his services to Christian communication. Valle, a Methodist minister from Argentina, served as WACC's General Secretary 1986-2001. Previously he served on the Executive Committee of WACC's Latin America Region.



Rev. Dr. William F. Fore, **Mrs. Shirley Whipple Struchen**, and the **Rev. Edward Willingham, Jr** were installed Honorary Life Members of WACC, 7 April 2010 in Chicago. Fore was WACC President 1982-1990, Struchen is the executive director of the Religion Communicators Council, Willingham, a Baptist minister, worked for three decades with the Council of Churches of Detroit and Windsor.



The WACC-SIGNIS Human Rights film Award 2010 was given to the documentary *The Garden at the End of the World* (photo above) directed by Australian film-maker **Gary Caganoff**. It explores the legacy of war in Afghanistan in particular the impact on the lives of widows and orphans.

Membership

WACC is a membership organisation. Only Members can vote to decide issues which affect the operation of the Association, and only Members can serve on the Board of Directors, which governs the activities of WACC. Each Member of WACC is automatically a member also of the appropriate Regional Association, and it is the eight Regions which elect 16 of the 20 Directors, with two others elected directly by the Members. As a result, WACC is very much run by its membership. To have a say in what WACC does, you need to be a Member.

Membership offers a number of benefits, including a subscription to the international journal Media Development, access to a members-only section of the WACC website, the opportunity to comment on articles which appear on the website, an automatic subscription to WACC's electronic publications and discounts when purchasing selected hard-copy publications. To join WACC using the on-line application form, or to obtain full details of the benefits of membership, click on Join on the WACC website (www.waccglobal.org).

Membership subscriptions:

	Personal	Corporate
North America	40.00 USD	120.00 USD
Elsewhere	30.00 USD	100.00 USD
Students	10.00 USD	

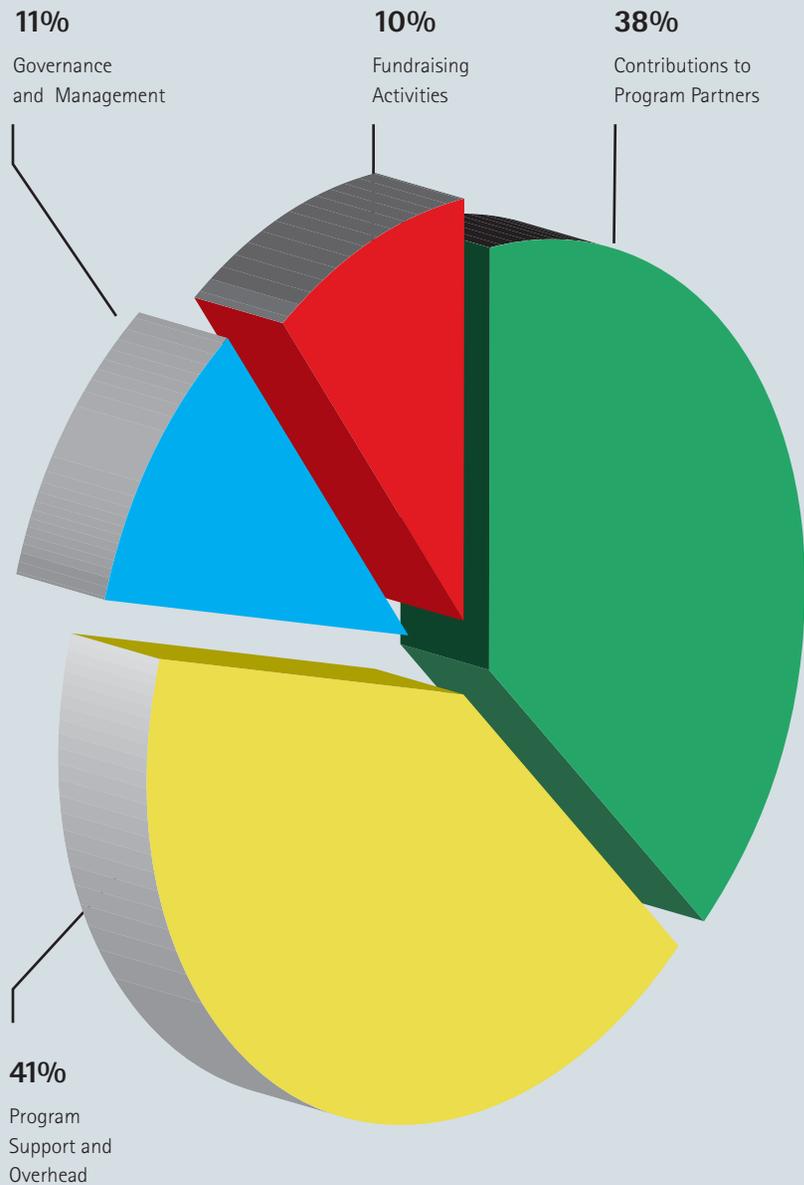
At the end of 2010, WACC had 343 Personal Members and 253 Corporate Members in 101 countries, from American Samoa to Zimbabwe. In addition, it had over 900 Affiliates, both Corporate and Personal. These are non-paying and non-voting supporters of WACC.

Benefits of being a WACC Member

Membership in WACC provides opportunities to network with those having similar interests, to support WACC's work, and to receive up-to-date information on communication rights and media reform. Tangible benefits include:

	Individual Member	Corporate Member	Affiliate
Membership of the Regional Association	•	•	
Participation in the Regional Assembly (may be partially subsidised*)	•	•	
The right to be elected to office at the Global level *	•	•	
The right to be elected to office at the Regional level *	•	•	
The opportunity to vote at the Global level		•	
The opportunity to vote at the Regional level	Varies	•	
A Membership Certificate	•	•	
An annual Membership Card	•	2 cards	
Access to Member-only area on the WACC website (including discussion fora)	•	•	
Access to the Membership directory	•	•	
Access to job opportunities listed on the WACC website	•	•	
The ability to advertise job opportunities on the WACC website		•	
The opportunity to comment on web site articles	•	•	
A copy of the annual, Member-only newsletter	•	2 copies	
An automatic subscription to Media Action	•	2 copies	•
An automatic subscription to Media and Gender Monitor	•	2 copies	•
Copies of No Nonsense Guides as issued	•	2 copies	
Free subscription to Media Development (the WACC journal)	•	2 copies	
Discount on additional Media Development subscriptions		•	
Discount on Media Development back issues *	•	•	
Access to electronic copies of Media Development articles as published	•	•	
Discount on WACC publications *		•	
Discount on fees for WACC activities *	•	•	
Extended membership at a discount *	•	•	
Subscription rates			
North America	40 USD	120 USD	Free
Rest of the World	30 USD	100 USD	Free
Student rate			
* Benefit not available to those paying the Student rate	10 USD		

Financial



Summary Balance Sheet *as at December 31, 2010*

ASSETS

Current assets		
Cash and short-term deposit	94,822	589,069
Accounts and grants receivables and prepaid expenses	60,878	68,428
	155,700	657,497
Marketable securities and real estate investments	5,870,695	5,401,433
Furniture and equipment	186,313	221,372
	6,057,008	5,622,805
Trust assets	23,366	29,495
	6,236,074	6,309,797

LIABILITIES

Current liabilities		
Accounts payable and accrued liabilities	175,799	w91,337
Deferred revenue	343,484	630,312
	519,283	721,649

NET ASSETS

Capital Fund	4,000,000	4,000,000
Stabilization Fund	500,000	500,000
Congress 2014 Reserve Fund	100,000	-
Invested in property and equipment	186,313	221,372
Unrestricted balance - operating fund	907,112	837,281
	5,693,425	5,558,653
Trust liabilities	23,366	29,495
	6,236,074	6,309,797

Summary Statement of Operations *Year Ended December 31, 2010*

Revenues

Contributions and grants	2,107,426	2,090,706
Investment income	530,815	639,676
Other revenue	30,247	14,939
Congress 2008	5,004	460
	2,673,490	2,745,781

Expenses

Contributions to program partners	913,288	733,501
Program support and overhead	1,092,715	772,657
Governance and management	285,474	406,665
Fund-raising activities	247,241	256,417
	2,538,718	2,169,240

Excess of revenues over expenses for the year	134,772	576,541
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Funding Partners

Funding Partners and donations that supported WACCs programme in 2010

“ We would like to express our gratitude to all our funding partners and supporters . ”

The Rev. Karin Achtelstetter,
WACC General Secretary



Brot für Alle, Switzerland



The Department for International Development (DFID), UK



Evangelischer Entwicklungsdienst (Church Development Service) EED, Germany



Evangelical Lutheran Church of Finland



Interkerkelijke Organisatie voor Ontwikkelingssamenwerking (The Interchurch Organisation for Development Co-operation) - ICCO, The Netherlands



Stichting Rotterdam, The Netherlands



United Nations Development Fund for Women (UNIFEM)



The United Church of Canada



Weltgebetstag der Frauen Deutsches Komitee eV (Womens World Day of Prayer German Committee), Germany

Structure of WACC Global

Board of Directors

WACC Global is governed by a 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 for more information.

Africa



Rev Achowah Umenei
Director



Ms Stella Etemesi
Director

Europe



Rev Juha Rajamäki
Director



Mrs Praxedis Bouwman
Director
WACC Vice-President

North America



Mr Keith Knight
Director



Ms Sheila George
Director

WACC Executive



Dennis Alan Smith
DD(hc)
WACC President



Rev Young-Cheol Cheon
WACC Treasurer

Asia



Rev Dr Samuel Wilson Meshack
Director



Ms Maria Theresa 'Tetet' Nera-Lauron
Director

Latin America



Dr Luciano Sathler
Director



Rev Claudia Florentín
Director

Pacific



Mr Viliami "Bill" Falekaono
Director



Rev Hariesa Faitala
Director

Caribbean



Prof. Ary Regis
Director



Sra. Cándida González-López
Director

Middle East



Rev Dr Riad Jarjour
Director

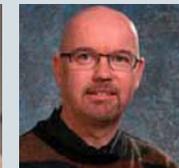


Mrs Amany Latif Ebied
Director
WACC Secretary

Special appointment



Ms Sara Speicher
Director from England & Wales



Mr Daniel Benson
Director from Canada



Staff

General Secretary



The Rev. Karin Achtelstetter
General Secretary
(From November 2010)



Rev. Randy Naylor DD(hc)
General Secretary
(from July 2001- October 2010)

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



Richard Cridlan
Finance Controller and Programme Manager



Tim Meadley
Manager of Administration



Jitu Somani
Finance Manager



Gisèle Langdries
Administrator for Funding and Programmes



Teresia Mutuku
Communication Officer and Web Manager



Edgar Bernal-Martinez
Administrative Assistant

Anne McGouran
Former funding coordinator

Lilian Ndangam
Programme assistant

Danika Teeple
Intern

Dermot O'Connor
Intern

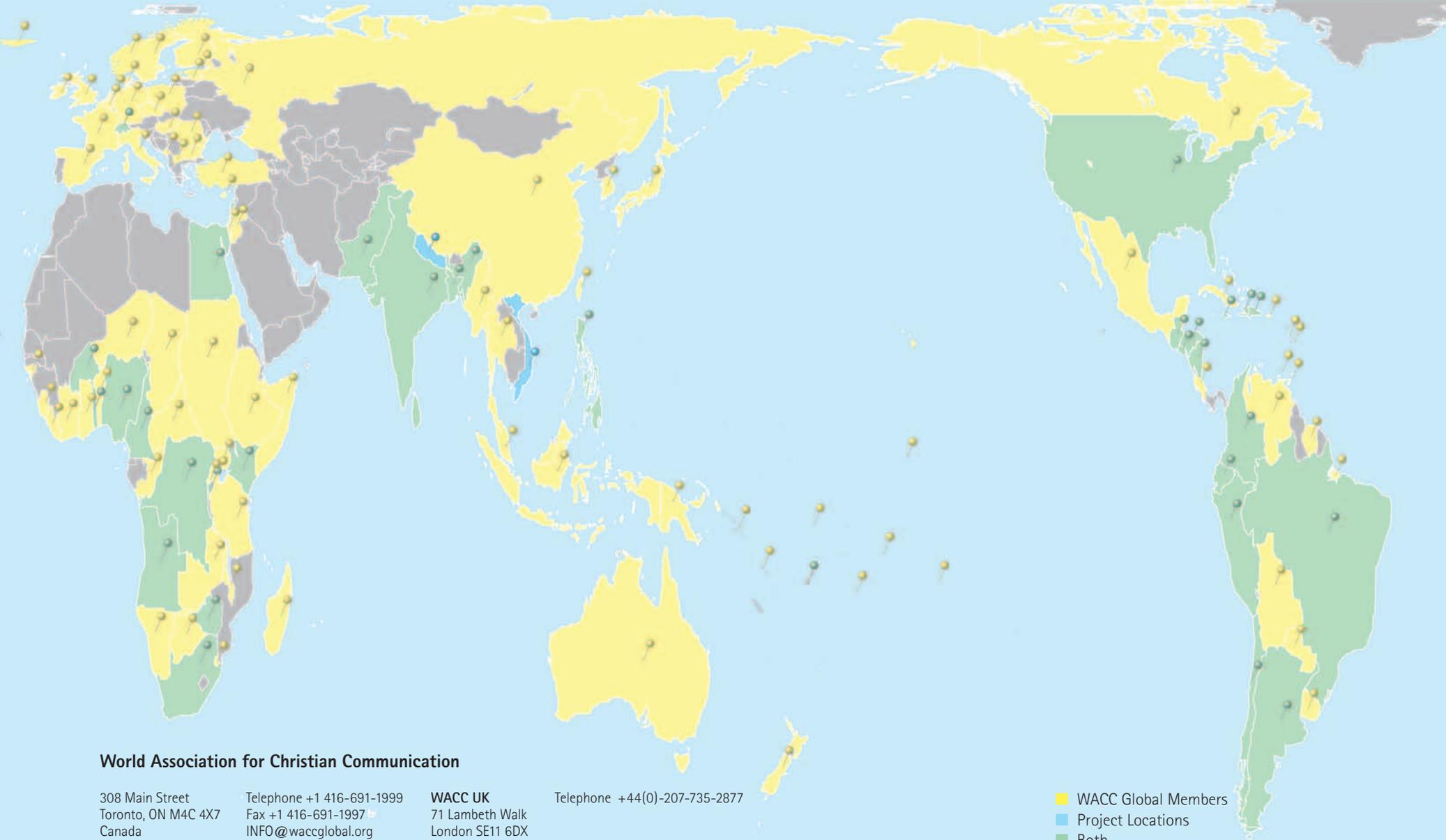
Robert Gray
Volunteer

Dale Hildebrand
Consultant

Alfonso Gumucio
Consultant

Peter Tarpay
Consultant

WACC Global Members and Affiliates Worldwide



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■ WACC Global Members
■ Project Locations
■ Both



WACC is a UK Registered Charity (number 296073) and a Company registered in England and Wales (number 2082273). It is an incorporated Charitable Organisation in Canada (number 83970 9524 RR0001) with its head office in Toronto, Canada.