



listening to the voices of people in need



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Vision

Communication for All

Mission

The World Association for Christian Communication (WACC) is an international organization that promotes communication as a basic human right, essential to people's dignity and community. Rooted in Christian faith, WACC works with all those denied the right to communicate because of status, identity, or gender. It advocates full access to information and communication, and promotes open and diverse media. WACC strengthens networks of communicators to advance peace, understanding and justice.

Executive Summary



Communication rights continued to be the chief focus of WACC's work during 2013 (see p. 7). A workshop at the 10th Assembly of the World Council of Churches (WCC) highlighted the role played by community radio in voicing the concerns of poor, marginalized, excluded and dispossessed people. Similarly, WACC was a key partner in the first UNESCO Global Forum on Media and Gender on the theme "Towards a Global Alliance". At both international forums WACC addressed issues of media ownership and control, democratization of the media, and gender justice.

In 2013, WACC and two of its long-time partners in Bolivia concluded a three-year project working with the country's Indigenous Aymara and disability groups (see p. 10). It aimed to make use of communication and information rights to work towards gaining better access to social services including health, education, housing and employment. The project was supported by the Canadian International Development Agency (CIDA).

Worldwide WACC supported 58 one-year long projects in more than 30 countries (see pp. 13-14). These projects aimed to increase access to public communication and relevant information and knowledge for poor, marginalized, excluded and dispossessed people and to help them to participate in shaping local and national decision-making about priorities affecting their lives.

In the course of 2013 WACC rebuilt its global web site and laid plans to rebuild the Who Makes the News web site. The new approach reflects WACC's current strategic priorities

while offering an easy to navigate array of "landing pages" and resources. One aim that was met is to present the findings of programmes, projects and initiatives in a clearer and more accessible way.

WACC and its global partner SIGNIS gave their joint Human Rights Award to the feature documentary *Caminhos da Paz* (Paths of Peace) by Mozambican film director Sol de Carvalho (see p. 17). The film highlights the role of the churches in bringing stability to Mozambique after a long civil war and culminating in the peace accords of 1992.

WACC's work was featured for the second time in the Canada-wide Anglican Journal focusing on its gender justice programme and the Global Media Monitoring Project (see p. 19). The GMMP monitors the news media on one day in more than 120 countries to provide solid data that can be used to persuade media practitioners to represent the sexes more realistically. The aim is to reduce gender-based violence and to increase freedom for both sexes to pursue their full potential, unburdened by restrictive gender stereotypes.

WACC continued to attract funding from many different partners concerned with furthering communication rights and communication for development (see p. 35). In particular, WACC signed a new funding agreement for project work with the Waldensian Church in Italy. As always WACC is extremely grateful for the support of the many agencies that see wisdom in combining resources and expertise to further WACC's vision of "Communication for All".

Message from the General Secretary



Rev. Dr. Karin Achtelstetter

Every year brings enormous changes to a social movement as dynamic as WACC's worldwide efforts to promote communication for all. As an international non-governmental organization, WACC is affected by political and social developments at all levels, but especially by what the United Nations Development (UNDP) Report 2014 calls "coming up against the limits of pushing short-term gains while ignoring long-term consequences."

In that report, UNDP Administrator Helen Clark points out that, "The defining challenge of our era is to shift to new models of development. ...By managing the risks and uncertainties which are always with us, people, communities, and institutions can become more resilient to shocks and better able to maintain the progress they have made."

WACC is in the business of improving resilience of people and communities by strengthening their capacity to communicate strategically and effectively. How do communication rights fit into this scenario?

In 2013 media concentration in the hands of a few corporate entities continued unchecked in many countries of the world. Even though digital communication platforms and social media have raised enormous expectations to counterbalance government and corporate power, global surveillance and censorship have increased in the name of security. As a result, information and knowledge sharing crucial to the political and economic stability of communities and societies is being restricted.

The achievements of the Millennium Development Goals are soon to be reviewed. Many experts are calling for a rights-based approach to a post-2015 global development. Such a framework would have clear benefits. One is that the focus would remain on poor, marginalized and excluded people. In turn, this would prompt clear action to address not the symptoms but the root causes of poverty: inequality, discrimination and exclusion.

A rights-based approach requires that people and communities are fully consulted about development needs and projects. In this respect, communication rights underline the urgency of listening to a diversity of opinions and voices through empowerment, genuine participation, transparency, and access to communications.

As UN Secretary General Ban Ki-moon stated in July 2013, "Upholding human rights and freeing people from fear and want are inseparable." A post-2015 development agenda that embraces this truth will help bring about greater inclusion and justice, advancing basic rights and freedoms for all – including the right to communicate.

WACC's own principles underline the need to lift up communication as a fundamental human right. "Only if communication is participatory, can it empower individuals and communities, challenge authoritarian political, economic and cultural structures and help to build a more just and peaceful world."

Only if communication is participatory, can it empower individuals and communities, challenge authoritarian political, economic and cultural structures and help to build a more just and peaceful world



In the years to come, WACC will continue the struggle to promote and enhance communication for all as a way of strengthening the public voices and participation of marginalized, excluded and dispossessed people and communities in communication. WACC will continue to work with its members and partners worldwide to further justice and peace by all means of communication.

Rev. Dr. Karin Achtelstetter
WACC General Secretary

Programme Highlights

Communication rights at the WCC 10th Assembly

Communication rights were highlighted at a workshop at the 10th Assembly of the World Council of Churches (WCC) which took place in Busan, South Korea, 30 October to 8 November 2013. During the session, moderated by WACC President Dr. Dennis Smith, six community radio practitioners discussed their work with participants.

WACC's workshop was titled "Hearing Many Voices for Justice and Peace." It focused on the role played by community radio in voicing the concerns of poor, marginalized, excluded and dispossessed people.

Sócrates Vásquez García and María Elena Martínez Torres represented Radio Jénpoj in Santa María Tlahuilotepic, Mexico, which serves the Ayuujk-speaking Mixe indigenous community in the mountainous Sierra Norte of the state of Oaxaca. They explained that community radio answers a need to strengthen the self-identity of indigenous people and to break down barriers that lead to marginalisation. However, radio stations operate in a difficult context in which broadcasters have lost their lives for doing programmes related to political and social justice.

Boniface Bahizire and Jean-Pierre Mugisho represented Radio Bubusa, a community radio operated by Sauti ya Mwanamke Kijijini (SAMWAKI) on behalf of rural women in the village of Mugogo and the surrounding countryside in South Kivu in the Democratic Republic of Congo. In 2010 Africom Net awarded Radio Bubusa second prize for the best HIV and AIDS communication strategy.

Radio Bubusa produces local news in local languages, gives voice to the excluded, especially women, children and people living with disabilities, and takes up programme themes suggested by the community.

Edin Atlic and Amra Seleskivic represented Radio Vesta, located in Tuzla, Bosnia and Herzegovina, which promotes active citizenship and human rights, focusing mainly on women, children and youth. Radio Vesta was the first community radio station in Bosnia, working in a deeply divided society where community radio is seen as a way of strengthening and claiming civil and political rights.

WACC President Dennis Smith noted that, "By joining with WCC to bring these community radio teams to Busan, we were able to introduce new voices into the ecumenical conversation and hear eloquent testimony of how fundamental are communication rights in the global struggle for justice and peace."



God of life,
lead us to
justice and peace

World Council of Churches
10th Assembly
30 October to 8 November 2013
Busan, Republic of Korea

Global Forum on Media and Gender

The first-ever Global Forum on Media and Gender: Towards a Global Alliance organised by UNESCO took place 2-4 December 2013 in Bangkok, Thailand. The purpose was to initiate processes that will link up to ongoing actions and add momentum to gender equality and women's empowerment in and through the media.

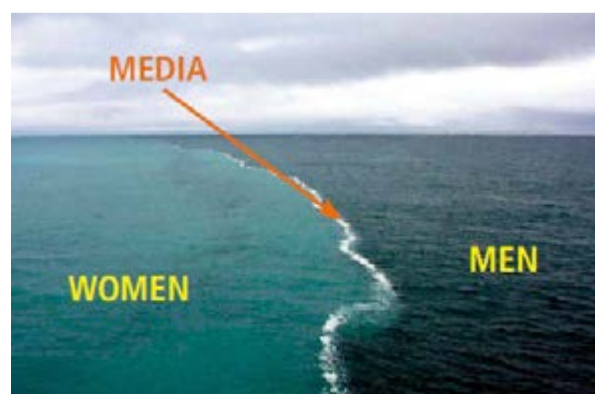
The global forum was a pioneering event that aimed to address gender equality and women's empowerment in and through the media to contribute to achieving the Millennium Development Goal on "promoting gender equality and empowering women". It enabled worldwide stocktaking and debate through high-level sessions to debate on challenges faced by international, regional and national programmes on gender and media to encourage shared experiences.

The newly formed Global Alliance on Media and Gender (GAMG) aims to intensify actions towards gender equality in media content. The network includes representatives of media organizations, media professionals, academics, policy-makers, civil society groups, development agencies.

The conference's final statement defines GAMG's overarching mission: "We are committed to gender equality and women's empowerment across generations to fully participate and enabling women's access to expression and decision-making by promoting a gender-inclusive media and communication environment that reaches gender equality in media organizations."



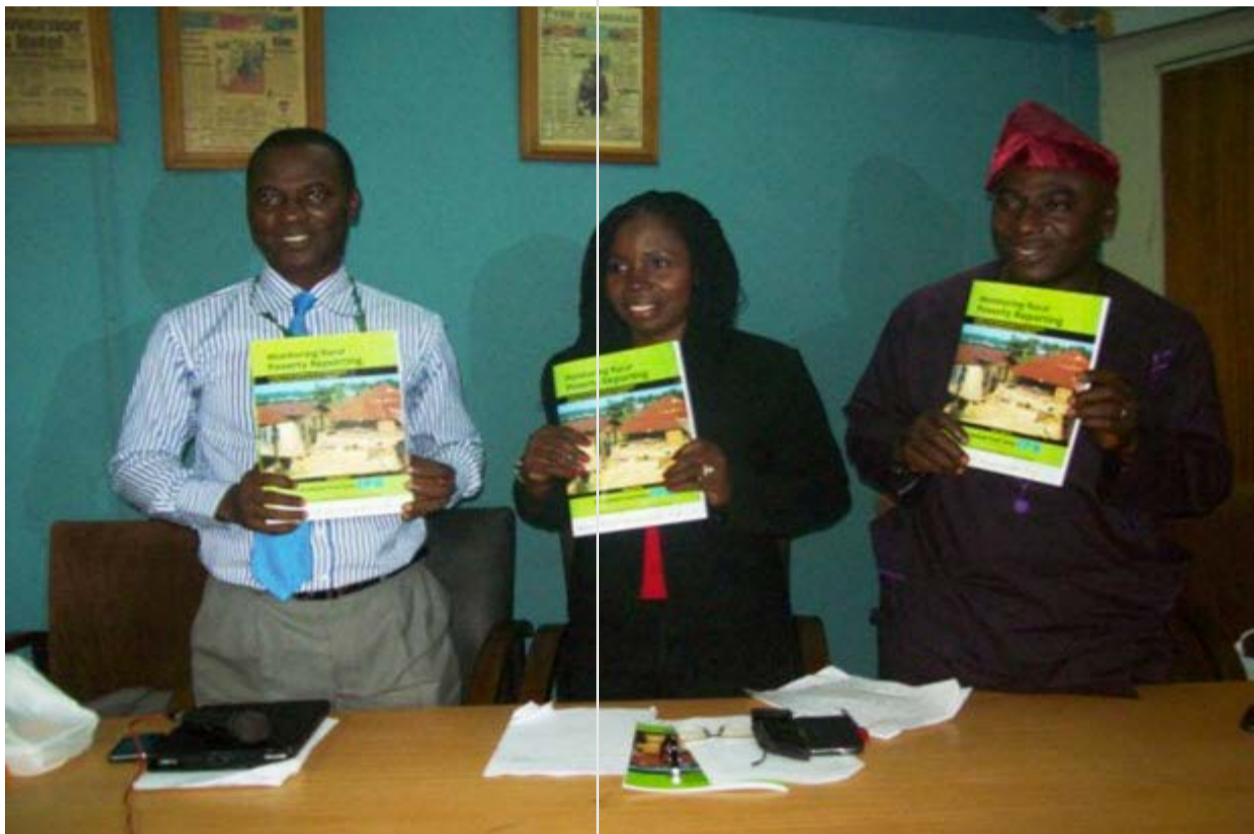
WACC was asked to be a member of an international/regional committee to help rally the primary stakeholders, co-organise joint sessions with UNESCO relevant to WACC's mandate, and mobilise resources where possible and necessary to support regional representation.



Stories from Project Partners

Nigeria

A survey carried out by Nigeria's [International Press Centre](#) (IPC) in Lagos, in conjunction with WACC found that reporting on rural poverty issues could be improved. The survey was titled "Monitoring Rural Poverty Reporting," as reported by [Media Career Services](#). It was funded by WACC through the monitoring rural poverty reporting programme.



The one-month survey monitored coverage of issues relating to poverty in April 2013 by six national newspapers in Nigeria: *The Punch*, *The Nation*, *Vanguard*, *ThisDay*, *Guardian* and *Daily Sun*. It focused on the prominence given to rural poverty related stories, total news space allotted, the genre of reportage (news, features, interviews), the scope of the report and the tone of the story.

From its findings, *The Punch* gave the most prominence with two picture stories making the front page while it had the highest space content on rural poverty issues – 6.8% of its total news/report content. It was also considered the newspaper with the highest number of most sympathetic reports with 267 out of a total of 279 reports.

For poverty issues reported in features format, *Daily Sun* had the highest number with 32 reports out of a total 67 reports while *The Nation* had the highest scope of its reports focusing on rural issues with 32.1 per cent. The full details of the survey were presented to journalists at a briefing by IPC held in Lagos on December 20.

Speaking at the event, WACC Africa member Lekan Otufodunrin commended IPC for the report which he noted will provide a good guide for the media in Nigeria to focus more on poverty issues. Otufodunrin who is also the Online Editor of *The Nation* called on journalists to break the monotony of reporting only few sectors of the economy and other issues in the country.

"I want to believe that this kind of report will help journalists become more specialized in many areas that are critical to improving the standard of living in the country. I don't know how many people who report development in its entirety, climate change, health matters but with this report, journalists should expand their scope of coverage," he said.

Bolivia

From 2011 to 2013, WACC and two of its long-time partners in Bolivia, SECRAD (Servicio de Capacitación en Radio y TV para el Desarrollo) of the School of Communication of the Bolivian Catholic University San Pablo, and CECOPI (Centro de Educación y Comunicación para Comu-

The project aimed to enable two historically marginalized groups in Bolivia to understand and use communication and information rights to work towards gaining better access to social services including health, education, housing and employment. The project worked with indigenous Aymara women, men and youth in four locations (El Alto, Tiwanacu, Viacha and Pucurani) and with disability organisations and individuals in two locations (La Paz and El Alto) using a capacity-building approach.

Beneficiaries were trained in communication rights and their relationship to other human rights, and the links between those particular rights and the attainment of other rights, including women's rights and gender equality. They also learned about the function and role of media in influencing policy and decision-making, and about how to work positively with media. The project included the development of a Communication Rights Index as a tool for measuring the extent of communication rights in Bolivia in relation to the two groups of beneficiaries.

The project originated in previous work undertaken by WACC with both partners separately and which laid the foundations for this joint project. The Indigenous people's component was the responsibility of CECOPI, while SECRAD was the group which worked with people with disabilities.



Photo: Tanya Ayma of CECOPI and Roxana Roca of SECRAD during planning meeting (WACC)

nidades y Pueblos Indígenas), carried out a project working with Indigenous Aymara and disability groups. It aimed to make use of communication and information rights to work towards gaining better access to social services including health, education, housing and employment. The project also developed a communication rights index. The project was supported financially by WACC and the Canadian International Development Agency (CIDA).



Jordan

Community Media Network (CMN) based in Amman, Jordan, has been working to restore the basic rights of women in the country. The need is to provide them with knowledge and skills in community radio as a means of empowering them to bring about social change. CMN organized a project to create relevant content in Arabic by conducting audiovisual workshops and translating materials into Arabic that would help marginalized women in the Jordan Valley to become active in radio production. An existing online radio station and networking website had agreed to act as repositories of information and good practices shared by fellow practitioners.

The project produced the first ever community radio guidebook in Arabic in Jordan. A total of 250 copies of *Anta wal Microphone* (You and the Microphone) were printed and distributed to radio stations and media entities, with a particular focus on female beneficiaries. Nofal Khasawneh, Director of Farahnas Radio, noted, "This is the first ever comprehensive and well designed guidebook in Arabic given to our staff and volunteers. I have read it from cover to cover". Hanin Bleilat, a 19 years old female volunteer with Sawt Al-Aghwar said, "I read the guidebook during my one hour (55 km) bus trip from Al Jawasreh, my village in southern Jordan Valley, up to Deir Allah. This is my chance to master radio journalism as I missed the training workshop. Most useful to me was the news story section and the news presentation skills."

CMN also produced two videos: "How to Build a Dipole Antenna", and "Radio Signal Path, Understanding Airwaves". Both videos were produced by a veteran radio engineer and translated into Arabic with voiceover by Jordanian editors.

CMN has taken a definite step forward in empowering an existing online media platform in the Jordan Valley area, thereby helping local women to voice their concerns and increase their participation in community media. However, accomplishing the longer-term objective of stronger community media practice remains subject to government approval of an FM license and to ongoing efforts to improve the professional capacity of women in an impoverished and educationally marginalized area of Jordan.

Mexico

JAPEXUNK, Investigación y Comunicación para el Desarrollo, based in Oaxaca, México, has completed a project aimed at strengthening community radio management from a gender perspective.



Indigenous community radio stations in this part of the country survive in a context of marginalization, discrimination and aggression. They lack resources, and often have limited knowledge of legislation, managing equipment and producing programmes. All of these become almost insurmountable obstacles for Indigenous women in radio.

JAPEXUNK aimed to generate higher participation of women in radio in five communities. This meant empowering women to improve their management and radio production skills and abilities as well as providing both women and men with more knowledge about relevant broadcasting legislation.

As a result of the project 58 men and women communicators are now better able to collaborate in the work of the radio station and there is currently higher participation of women in the decision-making process of the five stations. In addition programming has been evaluated and redesigned so that it no longer contains either sexist language or music.

The joint preparation of a manual of indigenous and community management of radio stations has led to the development of common sustainability strategies which are adapted for each specific context. The radio stations are actively exchanging programmes via Internet to enrich individual programming.

One of the major achievements of the project was to facilitate and empower the beneficiaries to participate in a more confident way in the II Summit of Indigenous Communicators of Abaya Yala providing them with better knowledge of national and international agendas.



New initiatives supported in 2013



Communication rights provide the context and conditions for the full exercise of freedom of expression in a complex and mediated society in which power and control of resources are distributed unevenly. Freedom of expression lies at the heart of communication rights, which help to generate a cycle of interaction between people and groups in society, which in practice enables everyone to express their ideas, have them heard, duly considered and responded to.

The goal of WACC's Small Project Support is to increase access to public communication and relevant information and knowledge for poor, marginalized, excluded and dispossessed people. This helps them to participate in shaping local and national decision-making about priorities and actions that affect their lives. In 2013 WACC supported 58 projects as follows:



Thematic areas of small projects ongoing or starting in 2013

Area of intervention approved projects	Africa	Asia	Caribe	Europe	Latin America	Middle East	Pacific	Total
Rural poverty reporting advocacy, training, production	Cameroon, Dem Rep Congo, Nigeria 2, Tanzania, Uganda 2					Lebanon		8
Rural community empowerment through communication to seek rights and entitlements / promotion of human rights		Philippines (3 – one regional)			Brazil		Papua New Guinea	5
Promotion of communication rights – action research/ advocacy	Dem Rep Congo, South Africa (global)				Ecuador (regional)			3
Journalism promotion of active citizenship including citizen journalism		Philippines		Bosnia & Herzegovina	Argentina, El Salvador, Peru	Israel (Palestinian Bedouins)		6
Building indigenous people's communication rights.					Argentina, Bolivia, Mexico, Peru			4
Violence against women – ICTs linking survivors with services	Dem Rep Congo							1
HIV and AIDS stigma and discrimination - religious leaders and faith communities speak out	Nigeria, Tanzania (2)	Pakistan	Jamaica					5
Advancing gender perspectives in journalism	Ivory Coast, Kenya	Bangladesh, Nepal, Pakistan		Bosnia & Herzegovina	Argentina (regional), Ecuador 2, Uruguay	Palestinian Authority Area, Turkey		12
Communication for building a culture of peace	Ghana, Rep Congo		Jamaica		Peru			4
Establishing community radio where it does not exist	Swaziland, Uganda							2
Strengthening community radio	Dem Rep Congo, Malawi				Mexico 2, Paraguay	Jordan		6
Strengthening women's involvement in community radio		Bangladesh			Mexico			2
Total	21	9	2	2	18	5	1	58

Past project partners **24** New project partners ▲ **34**

Resources and Publications

New web site and logo

WACC's new web site was launched on 25 November 2013 and has been widely praised for its user-friendly format and attractive appearance. Designed by award-winning Canadian art director Saskia Rowley, after extensive consultations with committee members and staff, the new approach reflects WACC's current strategic priorities while offering an easy to navigate array of "landing pages" and resources.



WACC's new logo – a helix in four colours representing both the world and the world of communications, with two partial waves representing outbound signals – highlights WACC's vision of "Communication for All".



Media Development

WACC's international quarterly journal *Media Development* "went digital" at the beginning of the year. It is now available for download from WACC's web site in a format adapted to standard and mobile devices. Four issues appeared in 2013.

1/2013 Citizen journalism is here to stay

In less than a decade, and unsurprisingly given the rapid proliferation of digital media platforms, citizen journalism has upset the applecart of traditional journalism. Yet, for all kinds of reasons, professional journalists are increasingly viewing citizen journalism as a means of supplementing sources, of getting closer to the ground, and of gaining crucial insights into complicated local situations.

2/2013 What future for community radio?

Community media – of which community radio is one sector – enable people to voice common concerns, to unite around common causes, to challenge decision-makers on their own turf, to create communities that better respond to the needs of their members. As such, technological convergence posits a future in which community media (radio, television, digital platforms) become the nexus of grassroots democracy, of a genuine forum for good citizenship and good governance.





3/2013 Sustainable development

What will or should post-2015 development look like? Contributors put forward a range of ideas supporting the notion that communication rights have a unique role to play in creating enabling environments in which people can challenge the status quo and bring about change. As ACT Alliance points out, “Rights-based strategies hold great potential as a powerful tool for empowerment aimed at political, social and economic transformation.”

4/2013 Building alliances for gender and media

Gender stereotypes are one of the most persistent causes of inequality between women and men in all

spheres, impacting both their professional and private lives. Media content influences the way people perceive reality and contributes to shaping gender roles. If gender equality means equal visibility, empowerment, responsibility and participation of both women and men in all spheres of public life, the same should apply to media content.

Themes for 2014

1/2014 The Family in the Information Age

2/2014 Indigenous Media and Digital Self-determination

3/2014 Communication Challenges in the Pacific Today

4/2014 Hip-hop and Protest Music

Book on Nonkilling Media

In 2013 the Hawaii-based Center for Global Nonkilling announced the publication of “Nonkilling Media,” a digital book examining “the importance of rethinking media and entertainment from a nonkilling perspective.”

The book “amasses for the first time anywhere the roles and responsibilities of the media for establishing and securing a nonkilling world.” Edited by the Center’s Director, Joám Evans Pim, the lead chapter “Nonkilling Media: A Normative Framework” was written by Philip Lee, WACC Deputy Director of Programmes.

The Center for Global Nonkilling said it hopes that the contributions compiled in the book may help shape an alternative to the lethal ideology that permeates media – an alternative that may enhance the value of life. The Center’s mission is to pro-

mote change toward the measurable goal of a killing-free world by any means open to infinite human creativity.

This goal can be achieved by globally advancing nonkilling knowledge and skills, incorporating them into education and training, and applying them in individual and social decisions for the well-being of all. The task calls for infinite creativity and mutual support among all individuals, organizations, and institutions whose work contributes to progress toward the goal of a nonkilling world.



SIGNIS-WACC Human Rights Award 2013

C*aminhos da paz* (Paths of peace) directed by Sol de Carvalho won the SIGNIS-WACC Human Rights Award 2013. A feature-length documentary, the film highlights the role of the churches in the peace process in Mozambique.

Sol de Carvalho was born in 1953 in Beira, Mozambique, studied at the Conservatório Nacional de Cinema in Lisbon and worked as a journalist, editor and photographer. On his return to Mozambique he joined the independence efforts of FRELIMO and was nominated as the director of the Serviço Nacional da Rádio Moçambique.



In 1984 he was involved as an assistant in the first feature-length production in the history of Mozambique, a co-production with former Yugoslavia. This was followed by 56 episodes of *Kuxa Kanema*, a documentary series initiated by President Samora Machel in order to promote the national film industry.

In 1986 Sol de Carvalho finally took the decision to become a filmmaker. Since then he has made many films, for the most part documentaries and TV movies. *O Jardim do Outro Homem* (Another Man's Garden) was his first feature-length film. He was also a founding member of the production company Ébano, together with Pedro Pimenta and Licínio Azevedo, although he eventually withdrew from it in order to establish the Promarte Production Company in Maputo.

Sol de Carvalho's work is socially committed and often deals with taboo subjects like HIV/Aids or domestic violence. Being a strong advocate for participatory processes, he is often on the road in Mozambique showing his films in villages and talking with the people.

Caminhos da Paz covers a section of Mozambican history beginning with the colonial war between the Portuguese army and the supporters of independence and moving onto the civil war that followed. It was a war that lasted more than 10 years that some have described as a war of religions.

After Mozambique achieved independence from Portugal in 1975, the country remained at war. Mozambique was a threat to Rhodesia and South Africa, which set up a movement for rebellion, RENAMO (*Resistência Nacional de Moçambique*) to lead the struggle against the new Marxist-Leninist State run by FRELIMO (*Frente de Libertação de Moçambique*).

The ferocious civil war left hundred of thousands dead and a country in ruins. Gradually, FRELIMO began to soften its anti-religious stance

and sought better relations with the Protestant Churches, from which had come a number of officials named to key-posts in Mozambican organizations.

But the war continued raged on.



The big problem was that FRELIMO did not know its adversary. No one knew who directed RENAMO or where they could be found, so no one knew with whom to negotiate peace.

Everything changed with the intervention of the Sant'Egidio Community. From the beginning of the 1980s, this community had given material aid to Mozambique to aid famine in the war-torn country. This humanitarian effort contributed to improving relations between the Catholic Church and the regime. But the Community was aware that the only real help would come from reconciliation between the warring parties. It was they who succeeded in contacting RENAMO to conduct the first negotiations.

Caminhos da Paz recounts concerted efforts on the part of the Roman Catholic and Protestant churches to bring about the peace accords signed in Rome on 4 October 1992. It is one of the rare examples in recent decades of a conflict resolved by negotiation in Africa.

According to Guido Convents of SIGNIS, "Sol de Carvalho has made his documentary like a suspense thriller, with interviews with all the protagonists and extracts from audiovisual archives. Sometimes one wishes it would last longer than two hours! A real achievement and a story full of emotion that shows that hope exists."

Marketing and Fundraising

Anglican Journal spreads the word about the GMMP

For the second time Canada's Anglican Journal published a special report about WACC in its September 2013 issue with a focus on WACC's Global Media Monitoring Project (GMMP).

"Gender in the Media" asked readers to "imagine a visitor from another planet trying to get a handle on the make-up of Earth's inhabitants using the mass media as a mirror: TV, radio, films, the web, newspapers, magazines and advertising. In all probability, that extraterrestrial might return home without realizing that females occupy more than half of the planet's inhabited space."

The GMMP believes that monitoring the media and using solid data to persuade media practitioners to represent the sexes more realistically will ultimately result in less gender-based violence and greater freedom for both sexes to pursue their full potential and humanity, unburdened by restrictive gender stereotypes. And the hard data it collects is crucial to that end.

ANGLICAN JOURNAL SPECIAL REPORT

GENDER IN THE MEDIA

Corrective lenses needed

Imagine a visitor from another planet trying to get a handle on the make-up of Earth's inhabitants using the mass media as a mirror: TV, radio, film, the web, newspapers, magazines and advertising. In all probability, that extraterrestrial might return home without realizing that females occupy more than half of the planet's inhabited space. The alien might conclude that...

- males greatly outnumber females
- adult females are routinely younger than males
- females are valued more than males for their youth, looks, sexuality and fertility
- females routinely have more skin than males
- males do more of the work that matters
- few females have professional expertise
- male points of view are more significant than female.

Even so women continue to produce much of the world's food, beer, wine and much of the world's children, care for the elderly, complete advanced education and assume positions of authority. The picture of female-male balance in the media is still much as above. Just check the following statistics from the fourth Global Media Monitoring Project (GMMP, 2010), co-sponsored by the World Association for Christian Communication (WACC).

According to GMMP findings, only 14% of the people who appear in the mainstream news are female. It will take an estimated 43 years to achieve gender parity in the media if women's less than 1% annual rise in visibility in the media since 2000 does not improve.

In addition, just 1% of all media stories focus specifically on women. One analysis found that less than 1% of media attention targets topics of special interest to women, such as gender-based violence, women's participation in the economy, poverty and peace. Only one out of five experts interviewed in the media is female.

Other GMMP findings:

- Overall, fewer news stories are reported by women.
- News stories by female reporters are nearly twice as likely (7%) to challenge gender stereotypes than those by males (4%).
- Almost half (46%) of news stories reinforce gender stereotypes, while only 6% challenge them.
- Women are four times more likely than men to be identified by marital and family status and gender-specific roles such as wives and mothers.
- Journalists are almost twice as likely (12%) to mention the ages of female subjects as male (7%).
- News stories by females have more female subjects than those by males (38% vs. 32%).
- Only 6% of news stories highlight issues of gender equality or inequality.

FAIRER FOCUS Women need a stronger voice as makers and purveyors of news.



DEMOCRACY IN ACTION
Breaking out of the gender box

This report focuses on the findings of the 2010 Global Media Monitoring Project (GMMP), *Who Makes the News?* (www.whomakesthenews.org). The GMMP is the world's longest and broadest ongoing study on gender portrayal in the media. Supported by the Toronto-based World Association for Christian Communication (WACC) and other agencies, it began monitoring the treatment of women in the news media in January 2005, and produced its first report later that year. GMMP research is done by teams involving an estimated 5,000 volunteer monitors in 208 countries. Participants range from grassroots communication groups and students to university researchers and media professionals.

The GMMP believes that gender bias and stereotyping are restricting for both sexes. "Patriarchy reproduces itself by conditioning both males and females," says WACC president Dennis Smith. The project remains committed to making societies more just and equitable through the promotion of empowering, reality-based portrayals of women and men in all news media. Fair gender portrayal must be a fundamental principle of honest and accurate journalism.

Since the 1990s, the GMMP has raised awareness of how gender stereotyping and sexist quality of journalism. "It's also offered guidelines for approaching editors and publishers—including those in faith institutions—to underline the importance of taking seriously the issue of gender representation," says Smith.

The GMMP has helped create advocacy alliances between grassroots women's groups, journalists and academics. "The project has been instrumental in creating viable local, regional and global networks for gender advocacy in the media. These have impacted reporting standards and national legislation," says Smith. "And a number of countries have set up ongoing media monitoring projects based on GMMP methodology."

The next GMMP report is tentatively scheduled for 2015.

Positive gains since 2005

- More stories on TV are presented by older women than in the 2nd GMMP. In 2005's report only 7% of stories were reported by women ages 50 to 64. In 2010, 51% of stories by presenters in this age bracket were presented by women.
- Since 2005, the percentage of stories reported by women has increased in all areas except economy/health.
- International and national news is reported by women almost as frequently as are local stories, just under 40%.
- Women are inching closer to parity as people interviewed for popular opinion in the news (44%).

The GMMP believes that monitoring the media and using solid data to persuade media practitioners to represent the sexes more realistically will ultimately result in less gender-based violence and greater freedom for both sexes to pursue their full potential and humanity, unburdened by restrictive gender stereotypes. And the hard data it collects is crucial to that end. "Gender equality activists always need effective, simple and direct ways to convey why structural and cultural changes are important," says Georgia Love of Women's Media Watch Jamaica. "The GMMP findings offer that. They dispel the feeling that women are on top now and we live in a 'post-gendered' world. It's hard to argue with the data."

Reality check required

NOTES FROM NEPAL

GUATEMALA GOES AFTER BAD ADS

ADVANCES IN ARGENTINA

Two journalists' views

GMMP methodology

A Personal Invitation from the Rev. Dr. Karin Achelstetter

YES I would like to help WACC in its mission to promote fair representation of gender in the media.

WACC (World Association for Christian Communication) is a global network of Christian communication agencies. For more information, visit www.wacc.org.

Networking and Partnerships



Honorary Life Membership for Hans Hodel

Hans Hodel, WACC Europe member and former president of INTERFILM, was awarded Honorary Life Membership in WACC. After studying pedagogics and protestant theology in Bern, Switzerland, Hans served as a parish pastor, especially committed to the youth movement.

He was a professor in a teacher training school for religion, ethics and media in Bern and from 1987 to 2003 film commissioner of the Swiss Protestant Churches. As

Jury coordinator of INTERFILM from 1989 and President 2004-13, he oversaw an ecumenical presence at many film festivals including the “big four”: Berlin, Cannes, Locarno and Montreal.

For many years Hans Hodel was a member of the Steering Committee of WACC Europe and a tireless ambassador for increased understanding of the role of film in society and for the advancement of human values and human rights.

Resource Kit for Gender-Ethical Journalism

WACC and the International Federation of Journalists (IFJ) recently collaborated on a resource to promote gender ethical journalism. The *Learning Resource Kit for Gender-Ethical Journalism and Media House Policy* was the outcome of a project launched with the aim of bringing about fair gender representation by journalists and within media houses. It is currently available in five languages.

The kit draws on the insights of media practitioners, educators and communication researchers from Africa, Asia, the Caribbean, Europe, Latin America, North America and Pacific. It brings together practical guidelines to enhance women’s representation in media content and encourage dialogue within media structures and self-regulatory bodies together with civil society groups.

The kit is organised in two books. Book 1 concentrates on conceptual issues about gender in news reporting. Book 2 presents gender-ethical thematic guidelines on reporting climate change, disaster, economic news, sexual and reproductive health, human trafficking, peace and security, politics, and sexual violence.

Both books were originally published in English, Arabic, French and Spanish. In 2013 the United Nations Population Fund in Belarus published it in Russian.



WACC workshop at Religion Communicators' Council convention



WACC staff presented a workshop at the Religion Communicators' Council (RCC) convention in Indianapolis, 4-6 April 2013, exploring the concept of critical media practice. The workshop drew on insights from the Global Media Monitoring Project, suggesting that a critical approach could be part and parcel of everyday journalism.

Since 1995, WACC's Global Media Monitoring Project (GMMP) has systematically monitored the performance of the world news media to track changes in women's presence, gender portrayal and representation in the news.

While the core concerns of the GMMP are the gender dimensions of news media content, the initiative

offers directions for critical journalistic practice on issues impacting or relevant to groups located at the peripheries of power structures, she said.

GMMP research points to gross inequalities in voice and representation. It expresses in hard statistics the extent to which the news media perpetuate stereotypes that consequently lock into place a status quo of inequitable power relations -- dominance of one group and relative subordination of another.

Workshop participants underlined that critical media practice makes visible the less obvious truths that would otherwise remain hidden from view.

Partners' consultation on communication rights and public voices

WACC hosted a consultation 11-13 February 2013 in Nairobi, Kenya, attended by partners and organisations with shared interests in discussing WACC's new strategic plan and informing its work for the future.

Titled "Communication Rights and Public Voices", the consultation took place at the All Africa Conference of Churches (AACC) hosted by its General Secretary Dr Andre Karumaga and WACC Africa President Rev Dave Wanless.

WACC's strategic plan is intended to guide its work until 2016, mandating a concentrated focus on work to strengthen "public voices and participation of poor, marginalized, excluded and dispossessed people and

communities in communication." A major goal is to increase access to public communication for poor, marginalized, excluded and dispossessed people.

With this in mind participants in the Nairobi consultation discussed increasing topics such as increasing the involvement of women in community radio content production, management and decision-making. While community radio stations promote the communication rights of local communities and marginalized groups in general, the benefits for women in particular are less evident.

WACC partners with Globethics

At the Global Ethics Forum (GEF) 2013, WACC gave a presentation on “Media Ethics and Citizen Journalism reviewing the context of the democratic public sphere in which citizen journalists claim to operate, the changing scene of new information and communication technologies, the shifting ground of professional journalism in the light of perceived challenges from the grassroots, and briefly touching on the concepts of “engaged dialogue” and “deep conversation” as models of effective communicative action.



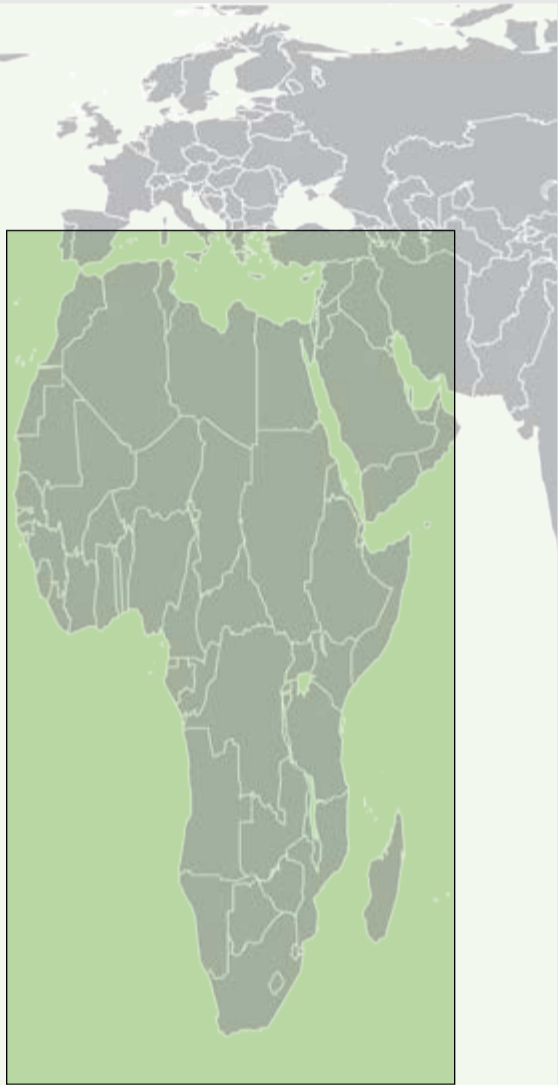
The paper articulated different understandings of citizen journalism and early attempts to identify the ethical principles on which it might be based. In conclusion, it pointed to two documents – a policy brief on “The Right to Blog” published by ARTICLE 19 and the “Learning Resource Kit for Gender-Ethical Journalism and Media House Policy” published jointly by WACC and the International Federation of Journal-

ists (IFJ) – as potential sources for a generic set of ethical principles for citizen journalism.

Such was the interest created that a third paper was commissioned focusing on gender equality as a key issue of the global human rights agenda and examining how digital platforms and citizen journalism can contribute to promoting women’s rights and gender justice, and to strengthening a contemporary ethics of communication. Prepared for the Global Ethics Forum (2014) the paper focused on equality of access to information, communication and knowledge, and to digital platforms, user-generated content and citizen journalism as a means of achieving gender justice.

Three case studies were included: from Nepal “Nepali women using new information and communication technology, citizen journalism and social media to advocate for policy change”; from South Africa “GenderIT.org: Gender and ethics in an online environment”; and from Turkey “Flying Broom’s “Local Women Reporters’ Network” and “Gender-sensitive Reporting and Alternative Media Programme for Women”.

WACC Africa



2013 was a relatively quiet year for the Africa Region, in part because of financial restrictions.

We have kept in touch with members in the Region via a bi-monthly President's Letter, which has sought to keep our constituency informed of events both continental and international. Issued in English, (and translated by our Secretary, Ms Mathilde K'palla of Togo, into French), each issue has always drawn positive responses and enabled the region to keep in touch with its members.

Sadly, our Vice-President, Dr Tharcisse Gatwa, who had experienced health problems requiring extended treatment, resigned in the course of 2013. A new Vice-President will be elected at the triennial Assembly to be held in Nairobi in August 2014. We are nevertheless grateful for Dr Gatwa's contribution.

The President, Rev Dave Wanless of South Africa, and Treasurer, Mr Andrew Chisamba of Malawi, attended a seminar in Nairobi in March, organised by WACC global. It focused on the Global Media Monitoring Programme, as well as community radio in Africa. Our Secretary was unable to attend, so the two Officers, together with an Alternate member of our Executive, Ms Catherine Ouma of Kenya, held a meeting after the seminar to review progress in the Region and to plan ahead.

The most important decision of the Executive in that meeting was to authorize the President and Treasurer to attend the Jubilee Assembly of the All Africa Conference of Churches. This was held in Uganda in June.

At the Assembly we were able to strengthen WACC Africa's presence and publicise the organisation's existence through personal interface with many delegates from churches throughout the continent. As with our presence at the World Council of Churches' Assembly, WACC's profile in Africa was significantly raised.

No other events in the Region took place during 2013. However, the Officers were able to plan future activities, including more training and empowerment events in 2014 for which funding will need to be found.

Our President continues to serve as Treasurer of WACC Global, and is able to use his presence in that position to voice Africa's concerns at Officers' and Board meetings.

Africa is a continent at war with itself in many places, but we give thanks that faithful members in many countries are working for peace and justice, and to stress that "Communication for All" is a basic human right.

WACC Asia



WACC-Asia had a good start to 2013 with our first meeting held in mid-January. At the time, the executive committee was looking forward to more collaboration and dialogue with other regional bodies of WACC and had planned for a joint executive committee meeting later in the year. A meeting was envisaged between WACC-Asia and WACC-Middle East for 2013, but unforeseen circumstances forced the executive committee to cancel the plans.

The regional executive committee meeting took place in Hong Kong June 29-30, 2013, at the Hong Kong Christian Council. Despite the fact that WACC-Asia Chairperson Samuel Meshack was unable to attend in person due to an emergency, the meeting was very fruitful and Rev. Meshack managed to participate via Skype. WACC General Secretary Rev. Dr. Karin Achtelstetter attended as the Asia regional liaison. The two-day meeting included much discussion on the new financial realities of WACC in general and WACC-Asia, new initiatives, preparing for the World Council of Churches' Assembly in Busan later in the year, and new grant proposals.

One important item of discussion was foregoing the Asia Communication Sunday (ACS) 2013 in order to prepare for a grander ACS in 2014, which would include material from all the regions of WACC and which would be marked by all of WACC. During the meeting, the Excom was updated on the local situation by the Hong Kong Christian Council General Secretary, Rev. Po Kam-cheong. WACC Asia also hosted a dinner meeting of WACC Hong Kong members, which was a good occa-

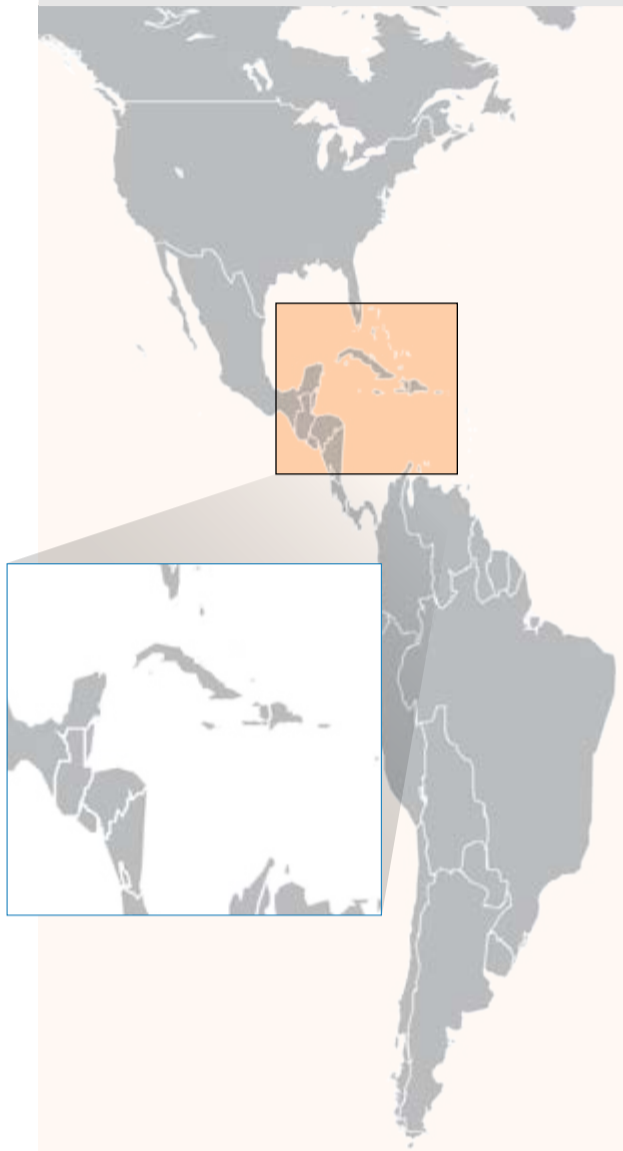
sion to catch up with corporate and personal members and update them on WACC developments.

Among other grant proposals and special projects that were discussed and approved in 2013 was the Hong Kong Christian Council's support of the work of Creation Care - Green Covenant project for environmental education and energy auditing. WACC-Asia made a grant to the Hong Kong Christian Council for this project to be implemented in churches and organizations.

WACC Asia supported the travel of its Chairperson, Rev. Dr. Meshack, to be a speaker at the Christian Conference of Asia's Consultation on "Media and Promotion of Justice and Peace" in Bangkok in September 2013. The remainder of the year was spent preparing for Asia Communication Sunday 2014 and for the WACC-Asia Triennial Assembly in Manila to be held in mid-2014. For ACS, this meant contacting people and organizations to help write articles, collecting material, and fine-tuning details, etc. For the Triennial Assembly, this meant setting the theme, inviting speakers, and finding a local host and venue.

Finally, WACC-Asia was active at the World Council of Churches' 10th Assembly in Korea in November 2013 and in promoting the work of WACC, holding a reunion of WACC-Asia members, contributing to the WACC Global booth at the Madang, and producing an Indonesian silk-screened table cloth with the logos of WCC 10th Assembly and WACC Global.

WACC Caribbean



In the Caribbean region citizens' human rights have often been challenged and or violated. In recognizing the power of the media to shape or influence behaviours, effective communication has the power to unearth socio-economic challenges that undermine meaningful relationships and standards of living for citizens. If more citizens are empowered with knowledge and the power to communicate, together they can achieve greater equitable relations and justice in their societies.

In the course of 2013 a one year project was implemented by Women's Media Watch Jamaica. The overarching goal of the project is to reduce HIV-related stigma and discrimination using gender sensitive communication strategies for people living with or affected by HIV and AIDS among faith communities in Jamaica. The project was developed as an attempt to address an identified lack of information among faith community leaders and a hesitation among some of their congregation to be inclusive of those who may be affected by HIV/AIDS.

The research which guided this project was conducted by the Ministry of Health (2010). It focused on the knowledge and attitudes of faith based community leaders towards HIV/AIDS also indicated that there is a demand from the leaders themselves and their congregation for more sensitization to the issue of HIV/AIDS because of the continued discomfort and increase of the epidemic with their communities. Fear of stigmatization and discrimination keep many within the congregation from disclosing their HIV status and from seeking available help and support.

The impact of the Church on Jamaican value and norms are more influential than political influences. Therefore, it is important to rally the faith communities, particularly Christian to reduce HIV-related stigmatization and discrimination using gender sensitive strategies including people living with HIV and AIDS.

The project conducted a series of trainings that emphasized gender related issues and the importance of the involvement of women, one of the most at risk populations in faith communities. Four one-hour radio programmes were dedicated to this project. The programmes were aired on a community radio station and utilized both facilitators and participants of the training as guest resource. Participants also developed communication materials suitable for the faith communities.

Members of the WACC-Caribe Executive Committee visited WACC supported projects in Haiti. Radio Vwa Kodi Mizo (VKM), created in 1996, was very much the result of a community initiative in the small Haitian town of Cayes which included in its management board the representation of local community organizations. VKM promotes communication rights and its vision is to convey and amplify the voices of marginalized sectors by using radio as a vehicle to fight against all forms of marginalization.

The group also visited the Réseau Associatif National pour l'Intégration des Personnes Handicapées en Haïti (RANIPH). As a result of the earthquake the number of disabled people in Haiti has increased dramatically. The situation of disabled people in Haiti is one of abject pov-

erty, marginalization and total lack of visibility in the public agenda. This means that a large section of Haiti's population, already one of the poorest in the western world, is subject to layers of discrimination and prejudice. The project supported by WACC carried out advocacy on behalf of disabled people around their human rights, including disabled people's communication rights, and empowered them to demand participation in the development of their communities.



In an effort to strengthen the region and increase the capacity of WACC Caribe to deliver programmes and by extension increase membership, the regional executive committee is exploring:

- Language training for members
- Online advocacy training for members:
- Sharing a compilation of presentations on communication rights
- WACC Caribe Day as a means of bridging the gaps among countries in the region.

The possibility of developing a three-year project for the region which will include partnership with civil society organizations in the Bahamas and or Cuba is being discussed. The aim of the project will be to address migration policies in respective Caribbean countries and will focus on the gender and human rights issues that are implicated.

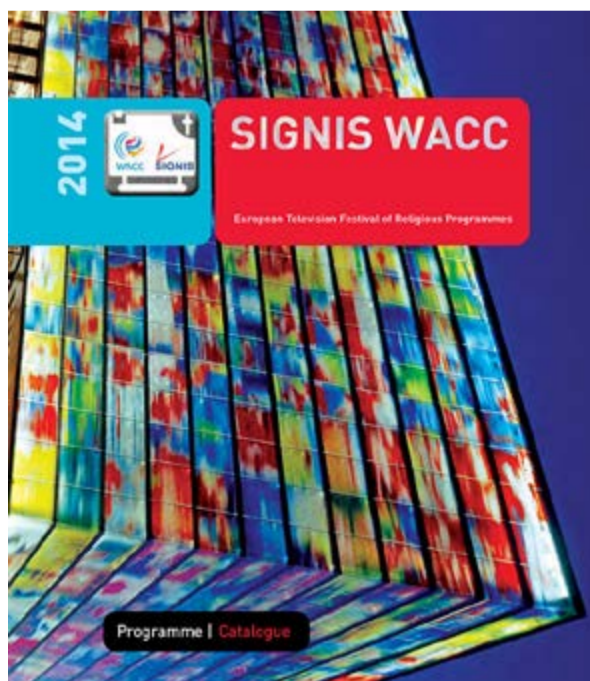
WACC Europe



WACC's regional association in Europe sees itself as a "bridge builder" – making connections between churches and ecumenical organizations and a secular society in many European countries, between established churches and new religious trends, between traditional views of communication and the interactivity of new media.

This role of "bridge" is very much in evidence in the planning for the European Television Festival of Religious Programmes, to be held in Hilversum, The Netherlands in June 2014. Organized jointly by WACC Europe and SIGNIS, in collaboration with national broadcasters, 2013 planning included setting up a Dutch association in order to administer the work, and developing the programme around the theme "[Behind the Front Door or in Plain Sight: Religion in a Pluralist Society.](#)"

WACC Europe steering committee members Praxedis Bouwman and Juha Kina nen serve on the Board organizing this 18th Festival, with Marion Klaseie also taking part in the planning. WACC Europe and SIGNIS Europe have set up a foundation as a legal entity for organising future TV festivals.



The Conference of European Churches (CEC) and WACC Europe also held a meeting for the Press Officers Network of European Churches (PONEC) at the CEC Assembly in Budapest in July 2013. PONEC was founded in 2007 to draw together communication policy makers and practitioners from the European Churches in membership with ecumenical bodies (Anglican, Old Catholic, Orthodox, Protestant). The meeting explored the place of communication in European churches and the challenges facing communication officers. Participants affirmed the continuation of PONEC as a networking group, to be continued as a cooperation between CEC and WACC Europe. The meeting was also an opportunity to highlight the Busan Communication Statement, "Reclaiming communication for life, justice and peace" drawn up in advance of the World Council of Churches' 10th Assembly.

The seminar at the CEC assembly was one reflection point of the many changes occurring in the church and ecumenical bodies in Europe. Many of the regional and global ecumenical organizations have been going through significant structural and programmatic reconfigurations that have changed the ecumenical communication landscape. WACC Europe sees the need to continue to connect religious communicators, providing a "think tank" about communication theory and practice, sharing best practice, and promoting WACC's principles of communication. The region's new strategic plan, adopted in 2013, highlights these elements as priorities. In December 2013 it was agreed that CEC and WACC Europe will develop a

seminar in 2015 addressing communication and churches throughout Europe.

The steering committee's meeting in April 2013 was another opportunity for this networking. Hosted by the Fédération Protestante de France, it was good to reconnect with FPF communication colleagues and to learn about some of the dynamic work they are doing in web, radio and TV.

At its April meeting, the steering committee chose to endorse the European Initiative for Media Pluralism: <http://www.mediainitiative.eu>.



The initiative works to safeguard the right to free, independent and pluralistic information.

Finally, WACC Europe links with partner networks which carry the same vision of strengthening communication within churches and between religion and society. It supports the Ecumenical Jury at the Cannes Film Festival organized by Interfilm and SIGNIS; the prize of the Ecumenical Jury in 2013 went to *Le Passé*, directed by Asghar Farhadi.



Many WACC Europe members also are part of the European Christian Internet Conference (ECIC), which held its conference in Dublin in June with the main topic mobile internet and implications for churches in social media. KALME, a communication network of minority churches, also engaged in strategic thinking to develop a plan in line with that of The Lutheran World Federation.

As planning began for WACC Europe's regional assembly in 2014, members recognize that their work pulls them in many different directions, so that it is hard in fact to maintain this "bridge" in the midst of so many other professional and personal demands. But we all value the opportunities that bring us together and reaffirm our common goal to share our Christian principles more effectively in today's modern society.

WACC Latin America



In October 2012 the biennial WACC-LA Assembly took place in Buenos Aires, Argentina, and elected its regional secretary Marcela Gabioud as President of the Latin American and Caribbean Communication Agency (ALC). In 2013 she represented the ALC in different events where she was also able to voice the concerns of WACC-LA. This alliance between the two organizations has led to joint activities on the topic of the right to communicate. The presidency runs until October 2014.

The annual meeting of the WACC LA Executive Committee took place 4-6 April 2013 in São Leopoldo, Brazil, with the aim of reviewing actions, projects, successes, achievements and limitations in carrying out the Regional Strategic Plan 2013-14. At the same a Conversation on the Right to Communicate was held with invitees from Brazil, which was webcast in order to broaden the discussion to others.

WACC's Programme Director Lavinia Mohr attended the formal closing of the Bolivian project on the right to communication and information of people with disabilities and indigenous peoples carried out by CECOPI and SECRAD with the support of WACC and CIDA. On 26 April 2013, she met with members and those interested in WACC in Bolivia. The meeting was an occasion to publicize the presence and mission of WACC in the world.

On 3 May 2013 the International Gathering on Communication, Gender and Childhood took place organized by the City of Cochabamba, Bolivia. WACC-LA was represented by Marcela Gabioud, who presented the Global Media Monitoring Project (GMMP) in Latin America, and

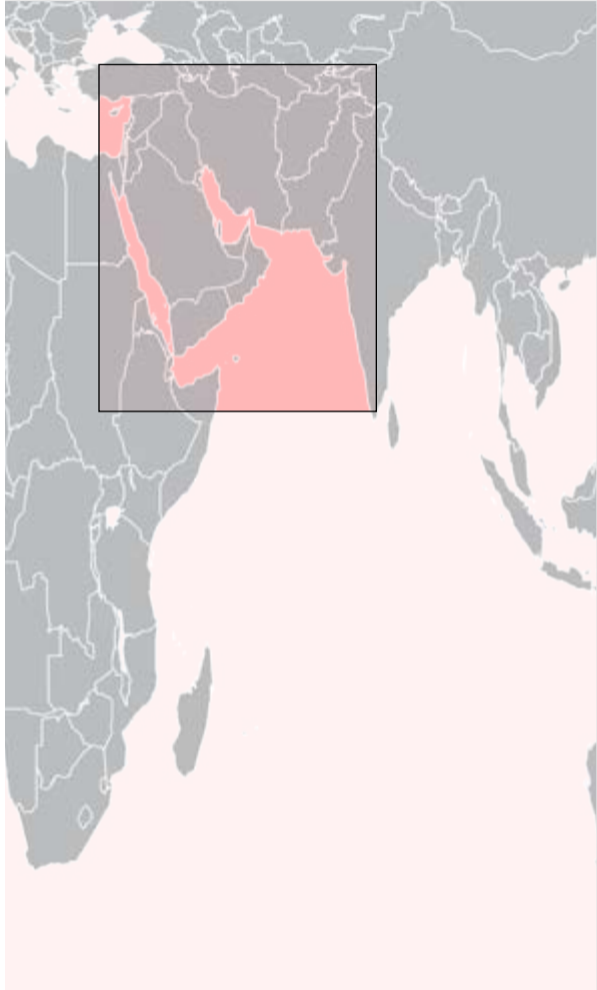
Sandra López of GAMMA, Ecuador, a corporate member, who spoke of her experiences in media monitoring in relation to gender.

Mérida, Mexico 10-14 October 2013 saw the V Encounter of the International Network of Journalists with a Gender Perspective. Marcela Gabioud represented WACC-LA and talked about the GMMP. The discussion panel also included Carolyn Byerly and Elisa Lees Muñoz of the International Women's Media Foundation in the USA.

A meeting between WACC Regional President José Luis Aguirre A., members and others took place in Lima, Peru, on 14 August 2013 with the support of WACC member Ministerio Diaconal - Paz y Esperanza. It was an opportunity to reinvigorate working principles and members as well as to involve former members. Organizations such as Comunicaciones Aliadas, CEPES, La Semilla, Iglesia Metodista Pueblo Libre, CNR, Pontificia Universidad Católica del Perú y el Ministerio Diaconal - Paz y Esperanza attended.

In Quito, Ecuador, 23-24 November 2013 a sub-regional Seminar titled "More rights, less gaps: Pushing the boundaries of the democratization of communication" took place. Twenty-nine delegates from Ecuador, Peru, Bolivia, Colombia, Costa Rica, El Salvador and Guatemala participated, together with ALC director Leonardo Félix and its Spanish and English editors, Claudia Florentín and Geoffrey Reeson.

WACC Middle East



In 2013 one of WACC's partners in the Middle East won a prestigious journalism award. SAT-7 Executive Producer Juliana Sfeir received the Human Rights Journalism Award from the Lebanese Centre for Human Rights. Sfeir, a special projects manager and executive producer of social impact programs at SAT-7 Lebanon, was honoured for media campaigns emphasizing inclusion of people with disabilities and advocating for female heads of households.

SAT-7 has produced quality programming advocating for human rights since 2003. The Human Rights Journalism Award specifically recognizes the efforts of two campaigns — the inclusion of people with disabilities and advocating for the rights of female heads of households. SAT-7 was recognised alongside several other organizations such as *L'Orient le Jour*, *The Daily Star* and *IRIN*, and blogger Salim al Lawzi.

Past SAT-7 on-air campaigns have promoted the rights of women, children, ethnic and religious minorities, and the social inclusion of people with disabilities. Staff members at SAT-7, including WACC Middle East's current Treasurer, Naji Daoud, are committed to these values behind the cameras as well.

As well as the awareness campaign for the inclusion of people with disabilities, SAT-7 renovated its Lebanon studio and office facilities to become wheelchair accessible and employs a disabled person as receptionist. Future campaigns will address issues affecting refugees and migrant and domestic workers.

In addition to focused campaigns, SAT-7 takes a holistic approach to human rights, promoting them in a variety of programmes for all ages. Most recently, this has been done in *Just For You*, a program designed for Iraqis and Syrians, *Forbidden*, a talk show addressing social issues in North Africa, and *Full Stop*, a talk show discussing marriage and related domestic issues.

The Human Rights Journalism Award is part of the Media Monitoring Project at the Lebanese Centre for Human Rights, which encourages the use of the media to promote human rights through workshops for journalists, NGO workers, and media students.

Launched in 1996, with an international headquarters in Cyprus, SAT-7 broadcasts Christian satellite television to an audience of over 15 million people in the Middle East and North Africa. SAT-7 broadcasts in Arabic, Farsi, and Turkish languages on five channels.



WACC Pacific



To advocate for communications rights or address the poverty of information at a time when media regulations and the political environment not only in Fiji but the broader Pacific continues to challenge notions of freedom of expression and media freedom.

In February 2013, in collaboration with AMARC – the World Association of Community Radio Broadcasters – we co-hosted an inaugural Pacific Islands Community Radio Roundtable and workshop. This regional forum enabled us to raise issues of country and regional significance particularly as well better understand the range of strategies needed including the role of community radio.

A WACC-Pacific Communication Rights for Peace Symposium in September 2013 represented an important event for faith-based leaders and participants to reaffirm their communication values grounded in the Christian faith. The outcomes statement, released ahead of International Day of Peace, also committed church leaders to speak with one voice in society and within the church community, and to speak for peace.

FemLINKPACIFIC contributed to the development of the gender strategy of the Pacific Media Assistance Scheme (PACMAS) which identifies the WACC-led Global Media Monitoring Project as a model partner in addressing gender equality in and through the media. The organisation collaborated with the Secretariat of the Pacific Community (SPC) to coordinate all media aspects of the 12th Pacific Women's Conference and 5th Pacific Women's Ministerial Meeting (Cook Islands, October 2013).

As a result of that collaboration and input into the conference, the Triennial Conference also reaffirmed the GMMP as a key to FemLINKPACIFIC's recommendations for the Fiji Government's National Gender Policy. We are pleased to see that all the CSO recommendations relating to women and the media have been incorporated into the national policy.

In December 2013, WACC-Pacific Vice-President, Sharon Bhagwan Rolls, was invited to speak at the 2013 Attorney General's Conference where she identified communication rights as a critical indicator when addressing the role of the media in Fiji's transition to democracy.

There is continued collaboration with our members in Tahiti Nui and FemLINKPACIFIC in the ongoing campaign for nuclear disarmament in the Pacific. WACC-Pacific Vice-President Linda Maea Tematua Pautu, a survivor of nuclear weapons testing in Tahiti, contributed background information and the following poem for the policy brief and press campaign produced by FemLINKPACIFIC calling on world leaders to listen to Pacific Women & Communities.

“For thirty years the country of the Maohi has been used for French nuclear tests, under our feet, under our lagoons and above our heads, how many times our bellies have suffered violations, without anyone concerned about us! how many times our parents have been lied to by local and French governments! We are the children from here! From our islands and our countries that we love... I invite you to stand and move forward together for the liberation of the Pacific.”



Additionally in 2013, Fiji Media Watch (FMW) ended its project on “A Free and Responsible Fiji Media Environment” and embraced its new project 2013-16 titled “Communication Rights For Social Change.” FMW seeks to empower its stakeholders with media education and monitoring skills in order for people to exercise freely their communication rights in their homes and communities. This FMW believe is significant as the country prepares for elections. FMW is hopeful too that media reporters will seize the platforms available for them to share in-

formation that can assist citizens to participate in decision-making processes as they prepare to select the country’s leaders.

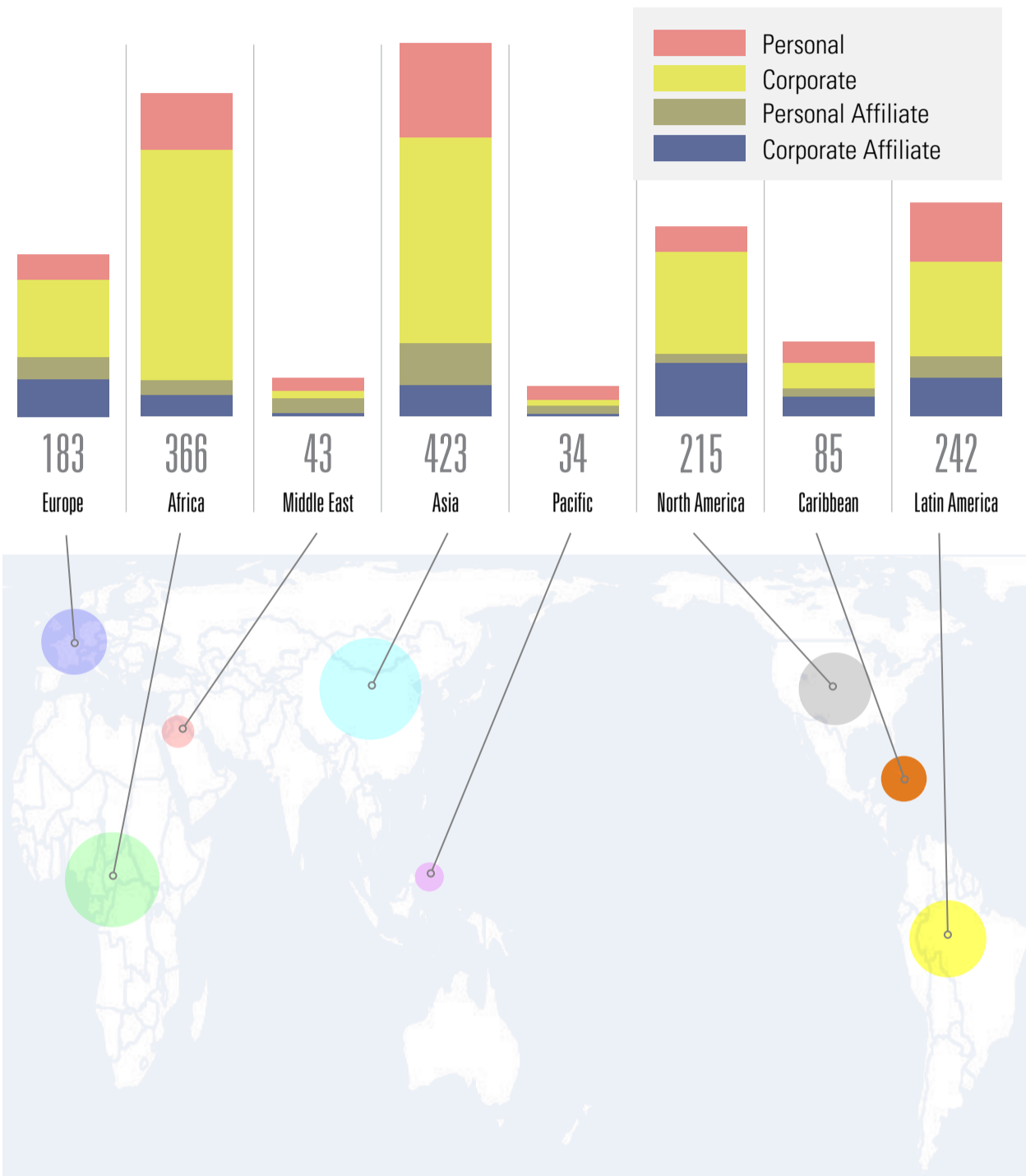


Finally, the collaboration with teachers and media awareness clubs in schools has been encouraging as it shows how creative teaching can give rise to creative learning and well-developed and well-informed students. Young people must be prepared for living in a world of powerful images, words and sounds and to recognize what is beneficial to them and what is not.



Membership

WACC Members and Affiliates



In the course of 2013 the Membership Task Force appointed by the Board of Directors reviewed the impact of proposed new governing documents on both Members and the Regional Associations, and made recommendations to the Constitution and Policy Committee, which ensured that the proposed new By-laws for WACC Canada will address the needs of Members. The Membership Task Force was upgraded to a Committee and asked to assume responsibility for all matters relating to membership.

Region	Personal	Corporate	Personal Affiliate	Corporate Affiliate
Pacific	2	10	6	16
North America	60	11	115	29
Middle East	3	17	9	14
Latin America	43	25	107	67
Europe	42	25	88	28
Caribbean	22	10	28	25
Asia	35	48	233	107
Africa	24	17	261	64
	231	163	847	350

Financial Overview

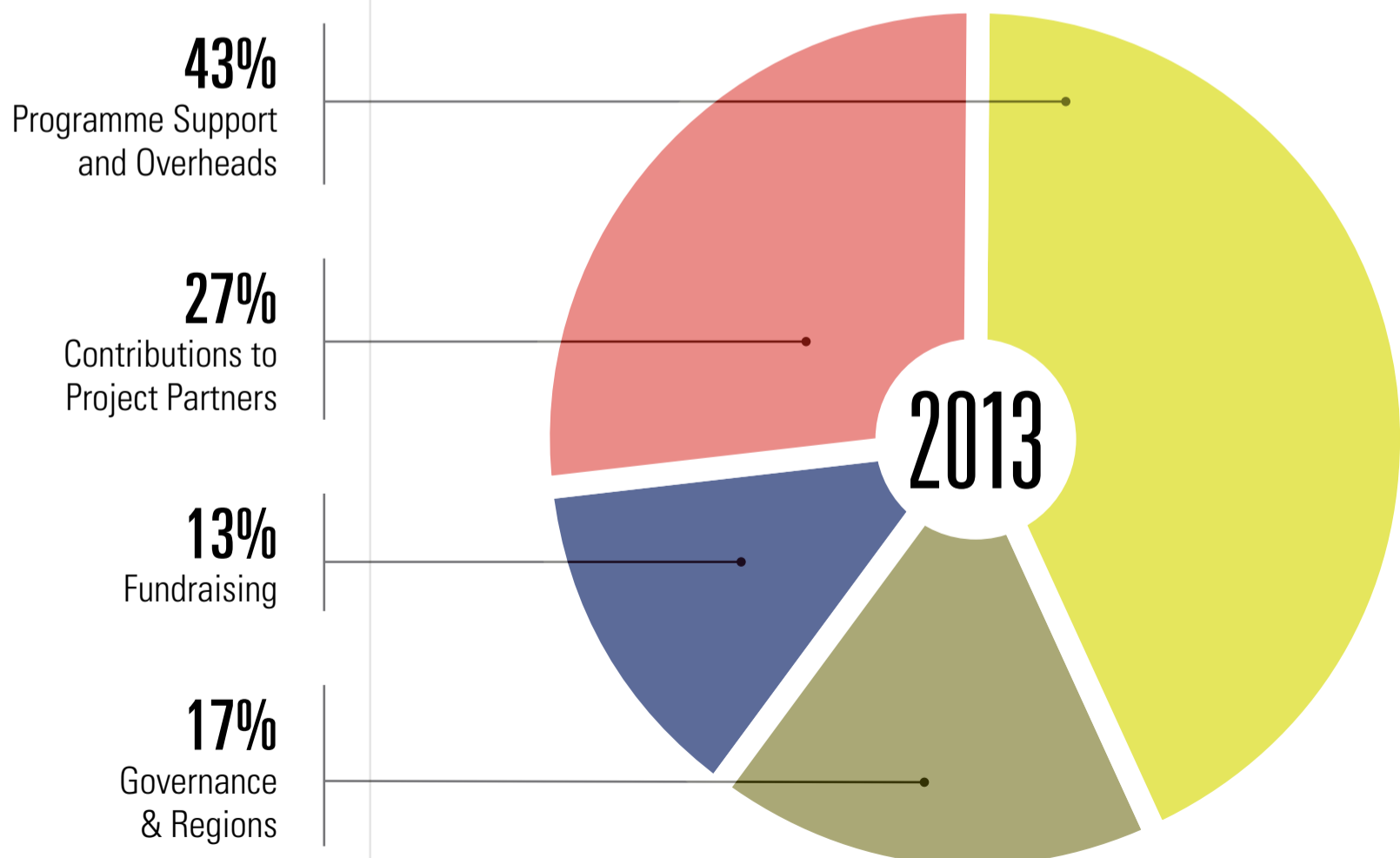
The combined income of WACC-Canada WACC United Kingdom consists of contributions from partners and members. WACC Global wishes to express its whole-hearted gratitude to all partners and members for their continuing moral, financial and professional support, which has enabled WACC to fulfil its global commitments and to accomplish its strategic objectives.

2013 was a year of significant change in the financial architecture of WACC. With the help of a financial consultant a new financial management structure has been carefully drawn up in accordance with Canadian legislation, global accounting standards and procedures, and the requirements of donor partners. Accounting and budgeting systems were designed to match WACC's

current Strategic Plan 2012-2016.

WACC's Finance and Fundraising Committee also met to review a new budget format that moves WACC financial planning into a cost recovery mode that also reflects the current Strategic Plan in a clearer way than previous budget formats. When fully implemented, the new systems will establish WACC on firm, accountable responsible and secure foundations for the future.

Considerable work was done on full-cost-recovery preparations for a 3-year budget to take WACC through to 2016. The ultimate goal is the financial stability of the organisation in both grants and donations received, as well as the expenditure of those resources.



REPORT OF THE INDEPENDENT AUDITORS TO THE MEMBERS OF
THE WORLD ASSOCIATION FOR
CHRISTIAN COMMUNICATION

We have audited the financial statements of THE WORLD ASSOCIATION FOR CHRISTIAN COMMUNICATION for the year ended 31 December 2013 on pages seven to eleven. The financial reporting framework that has been applied in their preparation is applicable law and the Financial Reporting Standard for Smaller Entities (effective April 2008) (United Kingdom Generally Accepted Accounting Practice applicable to Smaller Entities).

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an auditors' report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.

Respective responsibilities of trustees and auditors

As explained more fully in the Statement of Trustees' Responsibilities set out on page two, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view.

Our responsibility is to audit and express an opinion on the financial statements in accordance with applicable law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Auditing Practices Board's Ethical Standards for Auditors.

Scope of the audit of the financial statements

An audit involves obtaining evidence about the amounts and disclosures in the financial statements sufficient to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or error. This includes an assessment of: whether the accounting policies are appropriate to the charitable company's circumstances and have been consistently applied and adequately disclosed; the reasonableness of significant accounting estimates made by the trustees; and the overall presentation of the financial statements. In addition, we read all the financial and non-financial information in the Report of the Trustees to identify material inconsistencies with the audited financial statements. If we become aware of any apparent material misstatements or inconsistencies we consider the implications for our report.

Opinion on financial statements

In our opinion the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 December 2013 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

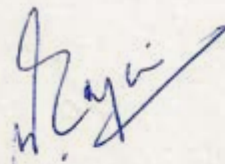
Opinion on other matter prescribed by the Companies Act 2006

In our opinion the information given in the Report of the Trustees for the financial year for which the financial statements are prepared is consistent with the financial statements.

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the trustees were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies exemption in preparing the Report of the Trustees.



V M Raja (Senior Statutory Auditor)
V R Accountants Ltd
Chartered Accountants
Statutory Auditors
100 College Road
Harrow
Middlesex
HA1 1BQ

22 May 2014

Complete audited financial statements may be obtained from the office of WACC.

Funding Partners

In alphabetical order the current and most recent funding partners are:



The Anglican Communion, UK



The Anglican Journal, Canada



Brot für die Welt, Germany



Brot für Alle, Switzerland



Canadian International Development Agency

Agence canadienne de développement international

Canadian International Development Agency (CIDA), Canada

SUOMEN EV. LUT. KIRKKO ⁺

Evangelical Lutheran Church of Finland



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



Otto per mille



Stichting Rotterdam, The Netherlands



UKaid from the Department for International Development (DFID), UK



United Church of Canada



United Methodist Church, USA



Womens Interchurch Council of Canada



World Council of Churches

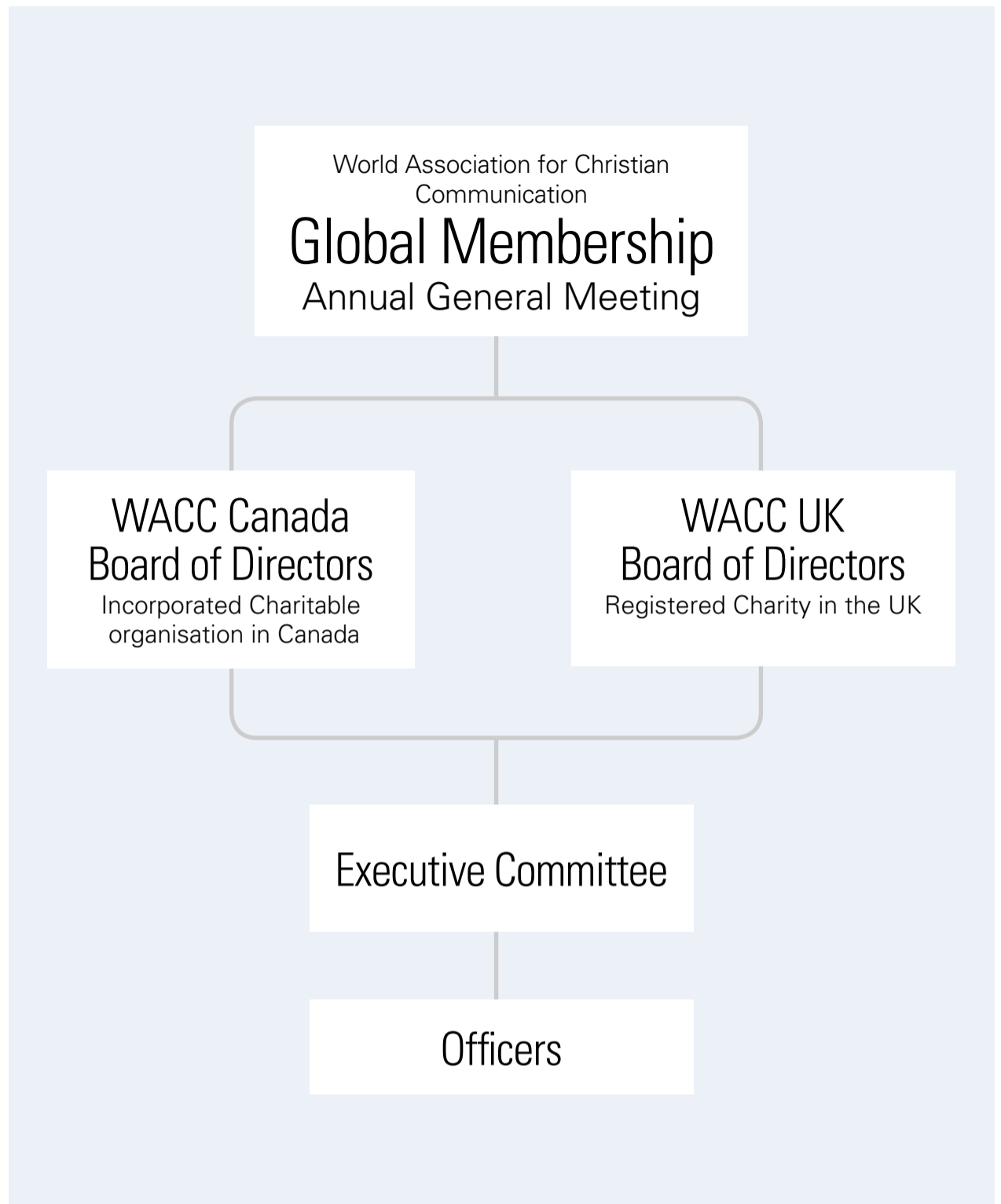
“ We are very grateful to all our funding partners for their much valued and ongoing support.”

The Rev. Dr Karin Achtelstetter, WACC General Secretary

WACC Organization

The world-wide membership of **WACC** elects the Board of Directors for both **WACC Canada** and **WACC UK**.

In practice, the two Boards are composed of the same 19 people plus one additional Director, who is resident in the appropriate country, on each Board.



Left to right:
Dennis Smith (President),
Praxedis Bouwman (Vice-President),
Karin Achtelstetter (General Secretary),
David Wanless (Treasurer),
Samuel Meshack (Secretary)



WACC Staff in 2013



Karin Achtelstetter
General Secretary

Programme



Lavina Mohr
*Deputy General Secretary
and Director of Programmes*



Philip Lee
*Deputy Director of
Programmes, Programme
Manager for Pathways
to Digital Frontiers*



Sarah Macharia
*Programme Manager for
Gender and Communication
and for Monitoring Rural
Poverty Reporting*



Maria Teresa Aveggio
*Programme Manager for
Strengthening Community
Radio*



Gisele Langendries
*Administrator for
Programmes
and Funding*



Lilian Ndagam
*Part-Time Administrative
Assistant*

Administration



Tim Meadley
*Manager of
Operations (UK)*



Edgar Bernal-Martinez
Administrative Assistant



Jitu Somani
Finance Manager (part-time)

Consultants

*Sara Speicher, Project Consultant
Pete Tarpay, Marketing Consultant
Avelino Batong, Financial Consultant
Saskia Rowley, Design Consultant
Solange De Santis, Editorial Consultant
Willi Kawohl, Financial Consultant*

Interns and Volunteers

*Robert Gray
Jessica Mitra*

Photo credits:

- Cover** **Photo:** Maasai girl holding a solar/wind radio while taking care of livestock. **Photo:** UNESCO/AI-Amin Yusuph.
- Page 2** The day after Typhoon Bopha raged through Mindanao. **Photo:** Paul Jeffrey.
- Page 6** Chagall Window, United Nations Headquarters, New York.
- Page 8** **Photo:** Lavinia Mohr.
- Page 9** **Photo:** IPC, Nigeria.
- Page 10** **Photo:** SECRAD, Bolivia.
- Page 12** **Photo:** JAPEXUNK, Mexico.
- Page 13** **Photo:** (top) Film crew in Argentina.
- Page 13** **Photo:** (middle) Sauti radio station, Democratic Republic of the Congo.
- Page 13** **Photo:** (bottom) Somali refugees at the Dadaab camp in northeastern Kenya. **Photo:** Paul Jeffrey.
- Page 17** Still from the documentary Caminhos da Paz.
- Page 18** Sol de Carvalho, director of Caminhos da Paz.
- Page 20** Hans Hodel, Interfilm Jury Coordinator.
- Page 21** The Global Media Monitoring Group (2010) in Georgia.
- Page 22** Women's literacy group, Nepal.
- Page 26** **Photo:** (top) Médialternatif, Haiti.
- Page 26** **Photo:** (bottom) VKM community radio station, Haiti.
- Page 28** Members of WACC Europe Steering Committee.
- Page 30** View of Jerusalem. **Photo:** Sacred Sites.
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- Page 37** WACC Officers 2013. **Photo:** WACC Staff.
- Page 38** **Photo:** WACC Staff.

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