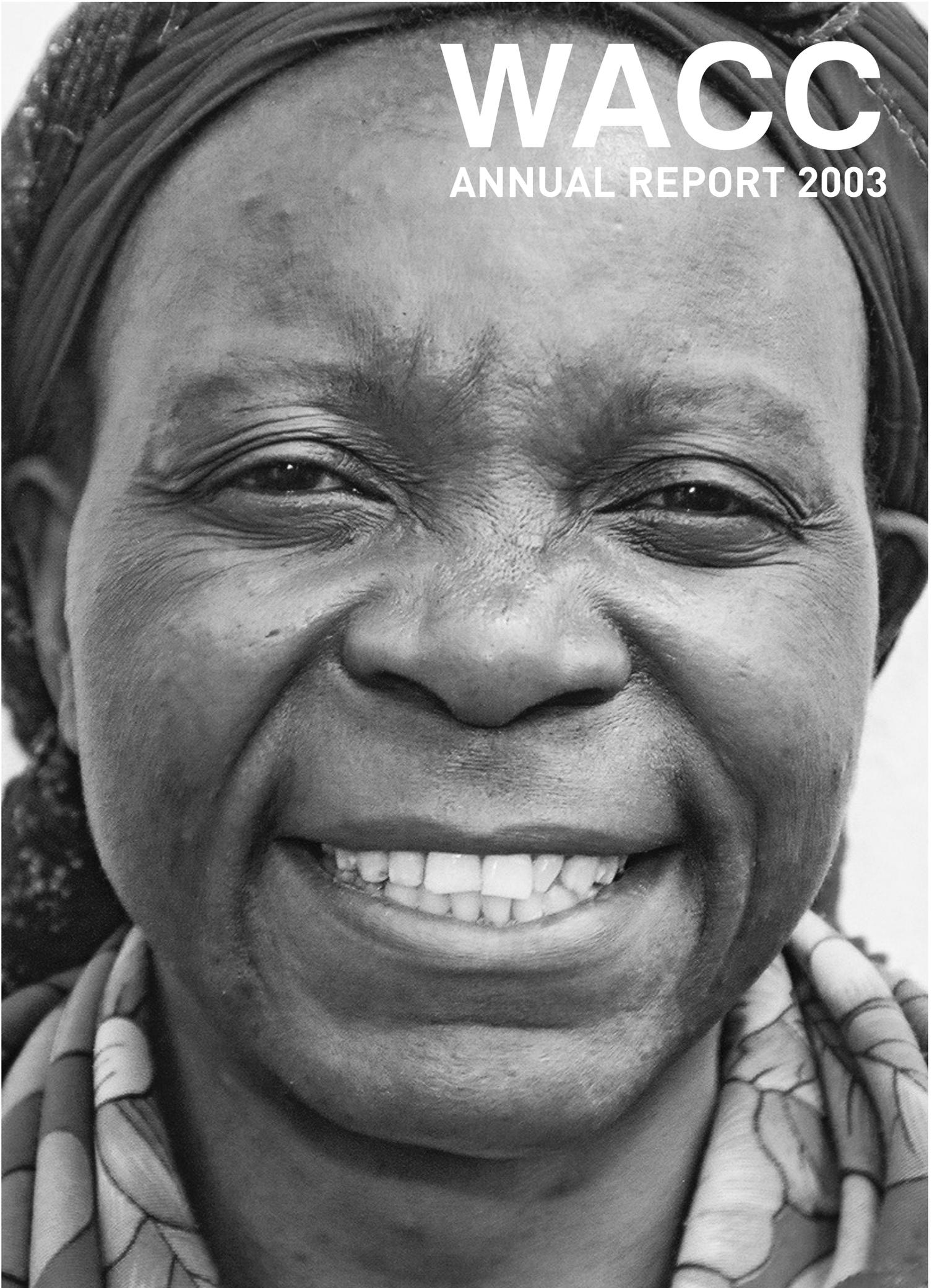# WACC
ANNUAL REPORT 2003

WACC

taking sides

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Cover image: Margaret Kaamba, an HIV positive teacher in Lilongwe, Malawi, who spoke about HIV/Aids to participants of the WACC-sponsored EDICISA training for journalists in 2003

CONTENTS

1. GLOBAL ACTIVITIES

2003 saw the launch of WACC's third Global Studies Programme (GSP). The direction and content of this programme, like previous programmes, was influenced by a variety of actors including the Central Committee of WACC, the regions and Congress 2001, WACC's stakeholders and those individuals and organisations interested in communications for social change. The GSP theme *Taking Sides: Communication and Reconciliation* is a reflection of WACC's commitment to people and to reconciliation themes that were highlighted at Congress 2001. The five sub-themes in the GSP are as follows:

■ Communication at and from the Margins,
■ Media Gender Justice,
■ Resisting Knowledge Monopolies,
■ Shifting Realities and the Ethics of Information Applications, and
■ Communication, Religion and Ecumenism.

There are continuities from the previous programme – for instance concerns related to gender and communication and the communication rights of marginalised communities such as refugees and migrants – along with new accents – for example, intellectual property rights and science, information technology and society. There are two aspects of this programme that need to

Prisoners in a WACC-supported Media Workshop outside Cape Town

be highlighted: the concern for advocacy and emphasis on evaluation.

While the actual implementation of the programme began in earnest during the second half of the year, it was complemented by events and activities related to the Communication Rights in the Information Society (CRIS) campaign, as it geared itself up to the first phase of the World Summit on the Information Society (WSIS), in Geneva during December 10-12. WACC was involved in the organisation of the World Forum on Communication Rights that was held on the 11th of December in Geneva, and was responsible for the panel on Communication and Poverty. WACC was also involved in co-

organising other initiatives in Geneva, all examples of WACC advocacy at an international level, including a seminar with ecumenical communicators and a whole day event on community media. A detailed statement on evaluation, an ongoing process, is given in section 3.

2003 also saw the launch of a WACC inititative on eliminating HIV/Aids, stigma and discrimination in Africa.

At the World Forum on Communication Rights co-organised by WACC with CRIS, which ran concurrently with the World Summit on Information Rights in Geneva

1.1 Global Studies Programme

Goals and Objectives

■ To explore the impact of global communications on the communities of marginalised people, especially women, children, indigenous people, refugees, and the differently abled.

■ To foster genuine dialogue, mutual understanding, respect for difference, and prophetic action in the search for reconciliation.

■ To engage with and contribute towards the ideas and issues generated by the relationship between communication, culture, faith and science with a view to influencing the terms of the debate and its consequences.

■ To map the political economy of communication, in particular the struggles over the definition and ownership of intellectual property rights.

WACC has adopted a range of approaches to meet these objectives including:

■ support for projects in various regions that respond to critical communication needs involving, inter alia, workshops, seminars equipment provision etc,

■ networking with members of WACC and other organisations and the creation of partnerships with ecumenical organisations, independent consultants, regional agencies and media centres,

■ sharing experience, information and knowledge through a conference programme on crucial issues,

■ training for empowerment, and

■ publications aimed at different target groups.

The launch of the Global Studies Programme (GSP) in 2003 was a reinforcement of WACC's commitment to ideas and action. WACC remains the only international ecumenical organisation committed to exploring critical issues in communication from the perspectives of social change and communication rights. The breadth of WACC's critical interventions has been substantive over the years – from its support for communication ethics, to its exploration of gender media justice, a variety of issues related to cultural and media diversity, media democratisation and media alternatives. These issues impact on the lives of ordinary people throughout the world. However the space for reflection can no longer be taken for granted in the wake of a turn towards instrumentalism in the use of the media, the best example of this being discourses surrounding Information and Communication Technologies for development. The GSP's support for the moral imperative of communication rights needs to be seen against the background of the growing commercialisation of the media, major gaps in global media governance and the accentuation of divides between the information rich and poor.

The Communication Rights in the Information Society (CRIS) campaign in the context of the World Summit on the Information Society (WSIS) was an opportunity for WACC to be involved in media advocacy at a global level. It was a coalitional effort based on networking,

the sharing of responsibilities and resources. While the WSIS does not have the power to make or remake global media policy, it is involved in the making of policy guidelines and, to that extent, the presence of CRIS and WACC in Geneva sent a message to the global community of WACC's intent to 'take sides' at global as well as local levels.

The most vulnerable people today are indigenous people, women, refugees and those who are differently abled. Their empowerment is fundamental to human liberation. WACC believes in communication support for these sectors – thus enabling their rights to information and communication and the communication of their stories. WACC also believes that mainstream journalists ought to take part in these consultations so that they become aware of the need to 'represent' these sectors in a positive light.

There is much to be gained by the ecumenical community in pursuing issues related to the ethics of communication particularly ethics in the context of cross-sectoral applications of Information Technology (IT). We are no longer living in an era where IT is merely another discrete technology. Today information spans the globe and IT has converged with other technologies – for instance with biotechnology and military technology. In this context it is fundamentally important for the ecumenical community to explore the ethical and moral issues arising from these applications, its social consequences and to take a stance on the side of the under-privileged.

Access to knowledge is not a privilege but a right. Current intellectual property legislations have created enclosures around knowledge and this has led to the impoverishment of the public domain and to the curtailment of people's access to useful knowledge. It is often the case that people are not aware of the many attempts being made to enclose knowledge or of the consequences of such enclosures. There is therefore a need for alternatives to the current Intellectual Property Rights (IPR) regime which privileges owners over users.

It is this context that our work in the Global Studies Programme was developed.

Activities

The GSP was involved in organising a number of events during 2003. These included the following:

Theme 1: Communication at and From the Margins

■ Workshop on Refugees, Internally Displaced Persons and their Right to Information and Communication, Accra, Ghana, January 20-25

■ Study programme on Media and Displacement, Calcutta, March

■ Seminar on The Role of the Media in the Fight against Poverty, Accra, Ghana, March 9-12

■ Workshop on Refugees and Their Right to Communicate in the Great Lakes Region, Kigali, Rwanda, March 24-26

Ing'utu Mutembo, Communication Officer of the Zambia Council of Churches, speaking on HIV/Aids to a group of Christian Communicators from the Southern Africa Region just days before she died of 'respiratory problems'.

Theme 2: Media and Gender Justice (See Section 1.5 The Women's Programme)

Theme 3: Shifting Realities and the Ethics of Information Applications

■ Workshop on The Impact of Cybernetics on Human Life: The Political Economy and Ethics of Convergent Technologies, Jirisan, South Korea, June 20-25

Theme 4: Resisting Knowledge Monopolies

■ Workshop on Intellectual Property Rights and Indigenous Knowledge Systems, Gaborone, Botswana, November 26-28

■ Workshop on Caribbean Civil Society and the Right to Communicate in the Information Society, Port of Spain, Trinidad, May

■ World Forum for Communication Rights, WSIS, Geneva, Switzerland, December 11

Theme 5: Communication, Religion and Ecumenism

■ Training camp on Global Propaganda and Alternatives, Prali, Torino, Italy, August 3-10

■ Consultation on A New Impetus for Communication in Theological Education in India, Bangalore, India, August 19-23

■ Seminar with Ecumenical Communicators, Geneva, December 9

Highlights:

The Impact of Cybernetics on Human Life, Jirisan, South Korea, June 20-25

We often do not recognise the extent to which digital technologies have 'invaded' every aspect of life – private and public, leisure, education, manufacturing, governance, transport, security, the economy, research, among very many other areas. Given this extensive involvement of IT at the heart of contemporary change, it is necessary for us to understand IT-based change processes and their social and ethical impact on communities throughout the world. In other words, it is important that we not only assess the impact of IT in terms of discrete technologies but also in terms of the 'informationalisation of life' itself.

This workshop dealt with four major marriages that have taken place – between biotechnologies and IT, military technologies and IT, financial technologies and IT and surveillance and IT. It explored consequences of new developments for the future of life and the sustainability of the environment.

The workshop brought together participants from the ecumenical community - including the Christian Conference of Asia, the World Council of Churches, the World Alliance of Reformed Churches - information and media networks such as Peacenet and WACC, concerned scientists including biotechnologists, experts in reproductive technologies, ethicists, students, activists and representatives of faith communities including Buddhist monks. This was the first meeting of minds on a topic as complex and

topical as the impact of cybernetics on human life and two essential questions that were posed:

■ What needs to be done to map and understand the political economy of this new world in the making?

■ How can one counter the impact of these technologies and opt for a technology paradigm that will lead to sustainable futures?

A major objective of this exercise was to alert the ecumenical community on developments in this area towards the formation of priorities within the ecumenical movement. This objective was reached, and the World Council of Churches and WACC will be involved in a week long workshop on related topics at the WCC Ecumenical Institute at Bossey, Swizerland, in early 2005.

One of the follow up initiatives was the formation of an ecumenical task force on the subject of IT, other technologies and faith. There are plans to bring out a Bible study on topics related to science, IT and faith and to share these concerns, especially in Africa.

Communication and Theological Education, Bangalore, India, August 19-25

While communication in theological education in India has been a successful enterprise – the compulsory study of communication at Batchelor of Divinity level in all seminaries under the apex theological academic body, the Senate of Serampore, three Master of Theology programmes and one doctoral programme – major gaps still remain. One of the gaps is in curriculum development; others area the dearth of study material in local languages and lack of funding for post-graduate training. This workshop brought together teachers of communication from over 40 seminaries under the Serampore system in India, numbering about 45. It gave teachers of communication an opportunity to discuss sub-regional issues in curriculum development for the very first time, to network, share experiences and come to a broader understanding of communication and theology in South Asia.

While some of the sessions dealt with the interfaces between communication and theology, others dealt with political economy, art, music, IT and popular culture. Solomon Raj, a leading Indian Christian artist, led a session on visual art and spoke eloquently of the need for seminaries to take seriously contextual Christian art and music. There were two important art exhibitions as part of the workshop that featured the works of India's most famous Indian Christian artists - Jyothi Sahi and Solomon Raj. There were also daily Bible studies on various communication themes given by some of India's most well known theologians including Dhayanchand Carr and Kuruvilla George (a former WACC scholar). The accent was on the exploration of core issues related to communication and theology and new and emerging issues.

At the end of the workshop a decision was taken to focus on four areas in the Batchelor of Divinity curriculum: Introduction to communication and media studies, communications from a Christian perspective, media education and developing communication skills.
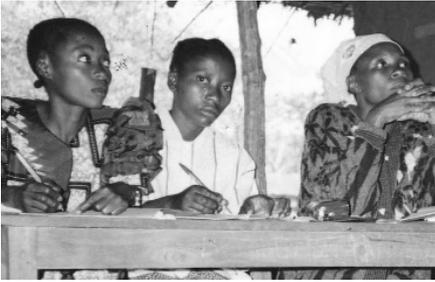
Women promoters undertake a course of study with APANOVI, Action for peace and non-violence, a WACC-supported project in Tanzania

Results and Analysis

More than 7,000 persons were at one point or another in direct contact with WACC's GSP programme in 2003. WACC members, project holders and scholarship recipients, conference participants and traditional allies (such as the organisations associated with the International Peace Research Association and Disability Movement International) were in closer and more regular contact with WACC, both through the international secretariat and through the seven regional offices, some of which publish their own newsletters. The number of newsletters can be estimated at around 2,500. Indirect beneficiaries of WACC activities are difficult to determine as there is an in-built ripple effect to many GSP programmes. GSP activities attract a range of people: from grassroots media activists – as was the case at the CRIS Caribbean meetings held in Trinidad - to theological faculty at the Communication and Theology meeting in Bangalore, scientists and theologians at the Cybernetics, IT and Faith meeting in Korea, and academics, IP experts and activists at the workshop on Indigenous Knowledge Systems in Botswana. This ability to bring together a cross section of civil society continues to be an important, vital strength of the GSP.

WACC's GSP programme is both global and integrated. It is global in that it deals with issues that are globally relevant, but at the same time the programme is intensely local in the sense that it is conducted in various parts of the world, both in rural and urban contexts. Furthermore, the programme is local in that the programme content is

evolved in context and is therefore sensitised to local issues and concerns. In other words, the GSP believes that an understanding of universals must proceed out of a dialogue with various particulars. It is integrated in the sense that its programmes are closely related to the project sector as well as to work in the regions. Typically, any given GSP workshop is the result of a negotiation between the GSP and the local host.

One of the workshops that led to clear results was the international workshop on Intellectual Property Rights (IPR) and Indigenous Knowledge Systems (IKS) that was held in Botswana in November 2003. This was the first time that a workshop in this region dealt with issues related to communication, IPR and IKS. A cross section of all the stakeholders in Botswana were present at the meeting – a number of people including delegates from the relevant government ministries in Botswana and officials from other southern African countries. The workshop was timely in that the Government of Botswana was engaged in framing new IPR legislation. Government representatives asked the task force that was formed at this workshop to contribute to framing relevant sections related to IKS for the new legislation. The workshop led to appropriate policy interventions and contributed to the making of IPR policy in Botswana.

WACC's GSP projects have led to a number of initiatives at local levels. These include the setting up of media monitoring initiatives, the creation of networks, the strengthening of media advocacy groups and the creation of

space for dialogue on issues related to communication and culture. For instance, the GSP's work in the area of media alternatives, media education and media training is reflected in the number of alternative media projects, media education initiatives, indigenous communications and training-related activities in the 2003 project portfolio.

1.2 Networking

WACC works in collaboration with four broad networks: its members, media practitioners, the academic community and non-media based NGOs. WACC's most important network is its eight regional associations. WACC continues to dialogue on the issue of 'affiliate membership', encouraging more people (particularly those belonging to other faiths) to participate in WACC's programme. Members in turn act as 'multipliers'. Many of them are in positions of influence in the media and/or the churches. The regional assemblies bring together WACC's regional networks. For instance, the Latin American regional assembly that was held in Sao Paulo in November 2003 brought together fifty communicators from the region, representing a variety of media backgrounds.

Media practitioners and academics who share the ideas and ideals for which WACC stands constitute another network. In 2003 WACC continued to work closely with the different groups involved with the Platform for Communication Rights that was established in October 1996. WACC has taken a lead role in the WSIS-related campaign - Communication Rights in the Information

Society (CRIS), played both a formal and informal role in supporting initiatives linked to this network and its commitment to advocacy. While the Coordinator of CRIS focussed her energies on the CRIS campaign in 2003, it is envisaged that she will progressively take on board WACC advocacy concerns in 2004. In addition, WACC continued its co-operation with a great variety of women's networks including ANWIC, MediaWorks, and MediaWatch. Today, the WACC women and media network is one of the largest networks of its kind in the world, bringing together women activists, academics, producers and grassroots workers. WACC also collaborates with regional media associations in Africa and Asia, namely the African Council for Communication Education and the Asian Mass Communication Information and Research Centre, which have connections with the majority of media studies centres and leading journalists in their respective continents.

The academic community, particularly persons associated with the International Association for Mass Communication Research (IAMCR), with which WACC has signed a protocol of co-operation, remain an important network. WACC is also closely involved in the Professional Education Section of IAMCR, and other regional and national academic networks such as the University of Botswana, the University of Cordoba, the University of Illinois, Urbana-Champaign, the University of Natal and the University of Westminster. WACC continues to link with numerous seminaries and schools offering religion and media courses, around

Radio Ciwalaki, a participant in a project to identify best practice in community radio organised by the Asociación de Educación Radiofónica, ALER, and supported by WACC

the world, including the United Theological College, Bangalore and New College, Edinburgh.

A fourth type of network involving non-media based NGOs includes organisations such as Cultural Survival, Forum Asia, JESCOM, the Bethlehem Media Centre, the International Peace Research Association (IPRA), the Disability Movement International (DPI), Christian Aid and the Life and Peace Institute.

1.3 Membership

WACC is a worldwide association with members in 107 countries. Corporate members are located in 90 countries, and personal members are found in those 90 countries plus an additional 17 countries.

Membership is open to churches and church-related organisations, as well as non-governmental organisations, the private sector and individuals sympathetic to WACC's aims and principles.

Collectively the corporate members represent many millions of people around the world. Corporate members range from organisations that group together many members of their own, such as the World Council of Churches and the All Africa Council of Churches, to small locally-based non-government organisations, such as Asociación La Tribu, a secular radio station in Buenos Aires and the Forum of Citizens TV and Media in Japan.

Personal members include both practitioners and theorists of communication. They work

as communicators, researchers and teachers in both religious and secular contexts.

WACC members are grouped into 8 regions: Africa, Asia, Caribbean, Europe, Latin America, Middle East, North America and Pacific. Asia is the region with the largest number of corporate members, followed by Latin America, Africa and Europe. WACC membership for 2003 was spread as shown in the table below.

WACC Membership during 2003

Region	Corporate Members	Personal Members
Africa	53	79
Asia	114	55
Caribbean	29	37
Europe	48	91
Latin America	83	75
Middle East	17	7
North America	29	71
Pacific	25	7
Total	398	422

Our members' areas of activity span radio, television, satellite broadcasting, print and electronic publishing, grassroots/popular communication, drama/theatre, puppetry, music, dance, media education, press agencies, video, cinema, research, teaching and training.

1.4 Training

Goals and Objectives

The overall aim of our training activity is to strengthen the movement to facilitate access to and participation in communication, particularly among those at the margins, and to advance their fundamental right to communicate.

The Training Assistance Programme has the following specific objectives:

■ To enhance the skills of communicators within and beyond WACC's membership

■ To contribute to the sustainable development of communities through access to communication skills, knowledge and know-how

■ To enable faith-based and grassroots organisations to understand and deal with the challenges posed by the world's new communication environment

Activities

WACC sees training as part of its strategy for the implementation of its programmes. Training, usually but not entirely skill-related, takes place on two levels: individual scholarships through the Training Assistance Programme and organised training events such as workshops.

During 2003, the Training Assistance Programme, which is funded by WACC and HEKS, awarded ten scholarships, equally balanced between men and women. Six were

from Africa, two from Latin America, one from the Caribbean and one from Europe. Some scholars completed a one-year certificate programme while others were supported to obtain a BA or MA in communication. Two scholars took advantage of distance education programmes to pursue their studies without leaving home. Most of the others attended educational institutions within their own country or region, but a few went overseas to universities in Europe.

Training workshops, the second strand of WACC's training activity, are usually organised by the regional associations and reflected their specific needs. In 2003, training projects had the highest priority in Africa and Latin America. Training initiatives in the regions included the following:

Africa
■ Training and Production Equipment, Burkina Faso

■ Media Training Programmes, South Africa

■ Training Programme for Religious Broadcasters, South Africa

■ Communication Training Workshops, Zimbabwe

Asia
■ Capacity Building and Empowerment of Marginalised Women, India

■ Training Programme for Tribal Women and Children, India

■ Promotion of Tribal Practices, India

■ Communication Programme for People's Development, India

"Village Phone', shows a project supported by Grameen Bank which sets up telecommunication businesses for women in rural Bangladesh. A woman uses a village phone to talk to her husband who has migrated to work in Kuwait. This photo won the recent WACC photographic competition: 'Images of Communication'

■ Training Workshops on Dalit Theatre, India

■ Training for Street Theatre on HIV/Aids, India

■ Media Awareness Through Group Media, Indonesia

■ Women's Development Programme, Sri Lanka

Caribbean
■ Promotion of Popular Communication and Access to Media, Haiti

Latin America
■ Communication Training and Publication, Argentina

■ Indigenous Communication Service, Argentina

■ Training on Critical Reading of the Media, Bolivia

■ Communication Skills for Women Church Leaders, Chile

■ Amazon Regional Network, Peru

Middle East
■ Workshop on Storytelling in Conflict Resolution for Peace, Egypt

Pacific
■ Writer's Skills Seminar, Fiji.

There has been a steady increase in technology-related training initiatives as well as in specific areas of social concern such as communication and women, communication and young people, radio production and Aids and communication.

Results and Analysis

Training is a long-term activity. A number of WACC scholars are now employed in the alternative media sector - in journalism, television, radio, video and group media. Some have become full time trainers, other have gone into teaching. A number of WACC scholars after undergoing professional training have attained leadership positions in various regional media organisations. A substantial number of WACC scholars have been women.

WACC maintains contact with its alumni and tries to keep abreast of their career progress. Two recent scholars are highlighted here as examples.

Ms. Soon-Nim Lee from South Korea received a WACC scholarship a few years ago for an MA in Journalism at the University of Wollongong in Australia. During 2003, Ms. Lee became the Secretary-General of the Korean Association of Women Theologians. The association addresses some complex issues including: gender issues within the Christian community in South Korea where approximately 1,000 women are among the 71,000 pastors in that country. Among other things, the association is engaged in monitoring the portrayal of women in the Christian media of South Korea. Its operations include the Christian Counselling Centre for Violence Against Women and Media Centre for Christian Women. Ms. Lee was Chief Editor of Christian Literature Society of Korea prior to her WACC scholarship.

Ms. Supinya Klangnarong of Thailand was a WACC scholar from September 2001 to August 2002 when she attended the University of Westminster for an MA in Communications Policy. Prior to her scholarship, she was an activist campaigner and researcher on mass communication for the Thai Volunteer Service Foundation. She is now the General Secretary of the Campaign for Popular Media Reform, a grouping of 45 NGOs nationwide formed to monitor crucial reform under the Thai Constitution.

During the second half of 2003, WACC put a moratorium on new applications for scholarships and undertook an internal review of the Training Assistance Programme. Following the review, it was decided to concentrate on developing communication leadership in areas linked to WACC programme priorities. The programme has been re-named the Communication Leadership Programme and has been given a new definition. Plans were made to re-open for applications in early 2004.

1.5 The Women's Programme

Goals and Objectives

The Women's Programme, part of the WACC Global Studies Programme, aims to follow up the recommendations of the Bangkok Declaration and Section J of the Beijing Platform for Action. The Women's Programme aims to:

■ Support women's empowerment through training, gender and media awareness and advocacy.

■ To strengthen women's participation in and access to media expression and decision-making.

■ To broaden networking and collaborate with groups focusing on gender and media issues and communication policy.

■ To empower women to monitor and lobby media to promote gender-sensitive reporting and programming and raise awareness of gender and development issues.

Activities

Conference Series on Gender and Communication Policy
Under a special three-year Women and Media Programme (1997-2000), WACC initiated a series of conferences on 'Gender and Communication Policy' to examine existing gender and communication policies in various countries and assess the effectiveness of their implementation. From the discussions it is planned to develop networks to lobby for gender-sensitive communication policy. Previous conferences took place in the Philippines, Peru, South Africa, Jamaica, Fiji, Lebanon and Cameroon.

In 2003, planning continued for the final conference in the series to cover Eastern Europe. A communication studies professor at the University of Ljubljana, Slovenia has agreed to host the conference, planned for September 2004. The conference will provide an insight into the gender and media situation in eastern Europe in light of the

Radio Marañon, a participant in a project to identify best practice in community radio organised by the Asociación de Educación Radiofónica, ALER, and supported by WACC

many changes in the communication and political systems in the region. Although the majority of participants will be drawn from eastern European countries, in order to provide a comparative perspective, some participation from western Europe is planned.

Global Media Monitoring Project

Based on the success of the two past Global Media Monitoring Projects (GMMP) and in response to calls from women and media groups worldwide, the Women's Programme has decided to coordinate a third GMMP to take place in 2005. In May 2003, as the first step in the GMMP 2005 planning process, the Women's Programme organized a consultation meeting with a group of men and women from the different WACC regions. All had participated in GMMP 2000 and had been active in using the report *Who Makes the News?* in their work on gender and media. Hosted by the communication NGO, Women's Media Watch, the meeting was attended by representatives from Guatemala, Japan, India, South Africa, Namibia, Cameroon, Israel, Canada, Belgium and the UK. The ideas and plans that emerged from the discussions at the consultation meeting will make for a very different GMMP.

Developments include a stronger focus on using the results of the project for advocacy and lobbying at the national and regional level, extensive revisions of the monitoring materials with an extended qualitative analysis, national and regional, as well as the global report and an interactive GMMP website.

Following the consultation meeting, a small GMMP planning committee was formed and the Women's Programme contracted Margaret Gallagher to act as consultant to the project, and Media Monitoring Project (MMP), South Africa, as data analysts. The process of revising the monitoring materials was begun and an issue of the Women's Programme publication *Media and Gender Monitor* was dedicated to GMMP as the first step in recruiting participants for the project.

Networks and Projects

The Women's Programme continued to support training and advocacy efforts by regional and national women's communication groups and networks.

Every six years, the World YWCA organises an international summit and training event for women worldwide. The 2003 Summit 'Women Leading Change: The Power to Act' was held in Brisbane, Australia and was attended by over 1,000 women. The Summit was made up of workshops on each of the chapters of the 1995 Beijing Platform for Action, with the Co-ordinator of the WACC Women's Programme speaking at the workshop on Section J on women and media. The training sessions at the Summit provided seminars on topics such as programme development and advocacy. WACC funds allowed eight women to attend the Summit and benefit from the training available, they also contributed to the running of an Internet café where basic IT training was provided for participants.

The Women's Media Centre (WMC) in Cambodia is involved in media monitoring, research and advocacy. In 2003, WMC

continued monitoring mainstream Cambodian newspapers and magazines. This process culminated in a meeting with editors and journalists designed to establish a dialogue between WMC and individuals working in the media to improve gender portrayal and representation. In addition, WMC provided three young women journalists with internships at WMC to train them in how to write from a gender-sensitive perspective. WMC solicited and placed articles on gender issues in the mainstream press as another way to improve gender representation in the media.

Building on early work on gender based censorship, in May 2003 Women's WORLD conducted the first in a series of regional workshops that cut across contiguous language areas within India and across borders on gender censorship. The workshop in Hyderabad was attended by 25 women writers, critics and media women eastern and central India, representing seven languages. The meeting linked writers with women's organizations, a vital process in the present context, where the right to communicate—especially secular, feminist and progressive work—is under threat. Building support and solidarity is an urgent need. The meeting ended with a commitment to establish regional networks to undertake follow-up activities and the launch of *Storylines: Conversations with Women Writers* - the first volume of interviews with women writers that Women's WORLD has published.

The '16 Days of Activism Against Gender-Based Violence' is an international campaign that takes place very year in December. As part of this international campaign, in 2003 Women's Media Watch launched its own campaign 'Zero Tolerance of Violence Against Women'. A key part of this was concerned with the monitoring of the South African print media during the 16 days of activism to assess how issues of violence against women were covered. The results of the media monitoring were published in a report which was launched at a press conference held on International Women's Day in March 2004 to which media producers, policy makers and NGOs were invited to debate gender and media issues.

Calandria, Peru has worked for the last twenty years in the field of gender and media, undertaking interdisciplinary work which links research, policy formulation and monitoring. In 2003, Calandria focused on the issue of representation of gender and equality in the media, particularly on TV. Four consultations were organized in each of Peru's largest cities – Lima, Cuzco, Arequipa and Iquitos – attended by civil society organizations. The consultations, which used an innovative approach, provided citizens with the opportunity to voice their views on gender portrayal in the media. The results of these consultations were then fed into submissions made by Calandria to the government and regulatory authorities on the inclusion of gender equality in a code of ethics and the proposed new telecommunications law.

Results and Analysis

The long-lasting impact of the Global Media Monitoring Project was evident in 2003, with

At the WACC-supported Khayelitsha media project, in a township of Cape Town, a student displays a T-shirt she has produced by screen printing

many groups continuing to conduct follow-up activities and using the GMMP methodology for monitoring gender portrayal in the media at the national level. The impact of GMMP is not only being felt among gender and communication groups but also among groups concerned with ethnicity, which are using GMMP research tools for their own monitoring of ethnic images in the media. This is similar to the long-lasting effect of 1994 Bangkok Conference, with its spawning of numerous monitoring projects, media productions, and greater networking.

Media and Gender Monitor increased its circulation by another 350 and is now sent out to over 3,750 people worldwide.

The projects supported in the regions reflect priorities of the Women Programme's: research, advocacy and training to empower women to use media for their own communities. The Women's Programme has not only helped these projects to undertake practical aspects of their work as planned but also to raise their profile within their own countries. Most of these projects can claim to have built a real credibility and are highly regarded not just at a grassroots level but also at the political and industry level.

With the announcement of a third GMMP, increasing numbers of individuals and organizations have joined the Women's Programme networks, and collaboration with other groups working in related areas has allowed the Women's Programme to begin to integrate other perspectives into its work.

1.6 Communications

Goals and Objectives

■ To make information about WACC's activities, approach and vision of communication available as widely as possible, especially among organisations and groups working for social and cultural change.

■ To establish and maintain working relationships with international, governmental, non-governmental and ecumenical bodies with a view to influencing their communications policies.

■ To facilitate the exchange of experiences and dialogue within the WACC network.

■ To advocate the right to communication in situations of oppression and censorship.

■ To network with organisations representing marginalised and disabled people to explore the possibility of developing communication projects and activities that will meet their communication needs.

Activities

In 2003, WACC published four issues of its international quarterly journal *Media Development* on the following themes: intellectual property rights and communication; science, IT and society; China, media industries, and the market; and Indymedia.

Regular issues of the monthly newsletter *Action* also appeared, together with two issues of *Media and Gender Monitor*. The first

issue of *Media and Gender Monitor* led with an article on the Global Media Monitoring Project and documented the myriad of ways the 2000 report *Who Makes the News?* has been used by gender and communication groups worldwide. It also contained a number of articles on WACC projects concerned with gender, communication and peace issues, with the forum discussion 'Communicating for Peace' complementing this thematic focus. The second issue featured a forum discussion on post-feminism, the market and the media with contributions from cultural theorists and gender activists from around the world. The issue also contained information on GMMP 2005 and the Cape Town consultation meeting, as well as reports on gender projects in India, Nepal and Nigeria.

In preparation for the World Summit on the Information Society (WSIS), which took place in Geneva, 10-12 December 2003, WACC published the book *Many Voices, One Vision: The Right to Communicate in Practice*. With contributions by leading communications practitioners, the book addressed questions such as: What does the right to communicate mean to millions of people marginalised by the political and economic self-interests of the North? How is concentration of media ownership threatening political activism and cultural diversity? How can the right to communicate guarantee equal access and participation in democratic decision-making? Why is it important to safeguard who owns and generates information and knowledge?

In October 2003, after extensive development, the WACC website switched from static HTML to a dynamic, database-driven, multi-lingual content management system based on the free software called PHP-Nuke. The WACC website is designed to enable people all over the world to access easily and quickly WACC's articles, news and information from any internet browser. From the site people can also request other information they want from WACC. The site has online forms which are regularly used for updating and requesting information.

Results and Analysis

WACC is positioning itself at the intersection of church and society, acting as an intermediary between religious bodies and social movements, between those who have access to information and communication and those who are denied access. Increasingly WACC's public profile is one of advocating global issues in communications and of making available information and knowledge. All WACC's publications in 2003 have served this aim and have proved useful at a variety of levels in different contexts.

Visitors to the web site come in ever greater numbers and 2003 saw 130,000 page-views on the new system which went live in October. Hundreds of people have requested information, updated information, applied for membership and submitted news through the site. The site started with 30 operational languages which proved impractical. For the purposes of speed, easy navigation and streamlined use, the languages have been pared-down to English, Spanish, German, French and Portuguese.

2. REGIONAL ACTIVITIES

The global priorities of WACC are reflected in the regional activities, which it supports through its regional associations and local partner projects.

Regional Associations

WACC's membership is organised in regional associations. WACC recognises eight regions: Africa, Asia, Caribbean, Europe, Latin America, Middle East, North America and Pacific. Each region has its own constitution governing how the region operates within the global structure of WACC. It is to be noted, however, that membership in WACC is in the global body itself as the regional associations are not registered agencies in their own right. Each regional association holds one or more regional seminars or workshops on communication topics of importance in the region. Every three years, the members in any given region gather in an assembly to discuss plans and priorities and to elect an executive committee for the region. The regional executive committees include a president, vice-president, secretary, treasurer and a number of other members that varies from one region to the next. The executive committees of each region meet once a year, and are active throughout the year in guiding the regional affairs of WACC.

During November 2003, a regional assembly of the Latin American membership of WACC

Image from the award-winning, WACC-supported, TV campaign 'Pode ser melhor' (It Can Be Better) and pilot TV programme 'Pode ser melhor ainda' (It Can Be Even Better) produced by the the Brazilian NGO COMULHER.

took place in Sao Paolo along with a seminar on citizens' rights in the information society. The African regional assembly scheduled for late 2003 was postponed until early 2004.

Projects in the Regions

WACC provides support to local partners to carry out local, national or regional communication projects. The Regional Development Sector offers project support under three main categories:

Regular Projects
These activities are located mostly in developing countries. Applications are invited for an annual screening that takes place during the first half of each year. Funding comes through WACC's core budget, which is supported by several partner agencies, and from co-funding that may be raised for designated projects.

Development Initiative Programme (DIP)
This programme, co-funded by WACC and EZE/EED in Germany, provides support for innovative development-related communication projects in developing countries that can be completed within one year. Proposals are accepted throughout the year.

Promoters from APANOVI, Action for peace and non-violence, a WACC supported project, studying together

Critical Situations Fund

This programme provides project support for activities that use communication for reconciliation between communities in countries where significant conflicts have taken place. These projects assist in community reconciliation and the quest for peace in broken communities. In 2003 the Critical Situation Fund (CSF) was directed towards Colombia and the Middle East, including Israel/Palestine.

2.1 Goals and Objectives

The goals and objectives of WACC's regional activities reflect WACC global programme themes in more local and focused ways:

■ empowering the marginalised, such as ethnic minorities, women, children and people with disabilities, to dismantle socio-economic, religious and cultural barriers holding them back

■ broadening people's access to mass media and communication technology by helping them to produce their own programmes or gain their own communication tools

■ facilitating the participation of grassroots groups through the use of oral and traditional communication forms

■ challenging media workers and organisations to join the search for a shared ethical foundation built upon key issues of human rights, socio-economic justice, peace and the democratisation of communication

■ training communicators, both church-related and secular, to make them more effective in their mission.

In addition WACC's regions have highlighted concerns of particular significance within their own region:

Africa
Supporting communication efforts related to promoting human rights, encouraging the growth of community media, stemming the tide of HIV/Aids, and advancing the cause of reconciliation in areas of conflict.

Asia
Using communication for peace-building and promoting new technology for human dignity, education and advocacy.

Caribbean
Supporting cross-cultural communication activities for regional networking and advocacy.

Latin America
Using communication for strengthening civil society and democracy, as well as empowerment of women, people with disabilities, the landless and indigenous groups.

Middle East
Promoting consistent interfaith dialogue for reconciliation and for the advancement of the rights of women and children.

Pacific
Using communication skills training for citizenship, community-building and the freer flow of news and information.

Number of Projects in 2003

Region	Regular	DIP	CSF	Total
Africa	13	9		22
Asia	13	10		23
Caribbean	2	4		6
Europe	1			1
Latin America	16	16	1	33
Middle East	6	5	2	13
Pacific	5	2		7
Total	56	46	3	105

2.2 Activities and Results

Africa

Activities

WACC approved 18 projects from 13 different nations in the Africa Region for 2003; two of these projects involved more than one nation. Through education, training, and the development of information, and communications resources, the projects addressed a number of major issues, including HIV/Aids, women's rights, and the empowerment of marginalised groups.

a. HIV/Aids

The Africa Region planned a major region-wide programme on communication towards behaviour change with regards to HIV/Aids. A seminar in October 2003 prior to the Regional Assembly in Kampala had been scheduled to launch the programme, but was postponed to March 2004 due to changes in the leadership of the Regional Committee. About 60 people, including church-affiliated communicators, secular journalists, people living with and affected by HIV/Aids, and representatives of the Region's organisational partners will be invited to the seminar. The outcome of the Kampala event will be a user-friendly compilation of best practices that will serve as a guide to similar seminars to be held in the Region.

In Sudan, two members of WACC, MediaHouse and the Sudan Council of Churches, started their campaign of sensitisation on HIV/Aids which will culminate in a TV programme to be aired on the national TV network. It is hoped that the campaign will be a breakthrough and a turning point for churches and NGOs working to address HIV/Aids issues.

The Ecumenical Documentation and Information Centre in Southern Africa (EDICESA) in Zimbabwe, with WACC-Africa Region organised a four-day workshop for Christian communicators on information/dissemination skills required for changing societal attitudes towards HIV/Aids. Participants from 8 countries attended the workshop, key elements of which included the sharing of experiences on the reporting of HIV/Aids and an analysis of the role of communication in fighting the pandemic. The workshop concluded with the development of a three-year communication strategy to combat HIV/Aids that participants will introduce and implement in their respective countries. As a follow-up, EDICISA has

A poster for raising awareness in schools on HIV/Aids is checked as it comes off the press at Salty Press, a WACC-supported project.

recently submitted a three-year proposal on 'Communicating Strategies on HIV/Aids.'

b. Gender: Women's Rights

The range of programmes around gender issues, particularly those associated with women and women's rights, were extensive. In Kigoma, Tanzania, women refugees from the Democratic Republic of Congo who are united in an association called APANOVI (Action pour la Paix et la Non-Violence) produced two radio programmes every month on the violation of women's rights. These programmes were broadcast on Radio Maendeleo in the South of Kivu. In Uganda, the Uganda Media Women Association (UMWA) produced radio programmes on such issues as child abuse, domestic violence, land rights, property rights for women, access to education for all, and voting rights. These programmes were aired on MAMA FM, a UMWA-founded and owned radio station, and other stations in the country.

MIFED (Mouvement International des Femmes pour la Démocratie et le Développement en RDC) based in the Democratic Republic of the Congo (DCR) purchased audio-visual equipment and produced three TV programmes on women's issues. The programmes analysed the impact and implications of the war in DRC on women and their role in conflict resolution and peace building in the country.

Parapanda a women's newspaper published in Swahili by the Grassroots Female Communicators Association (GRAFCA) of Tanzania, continued to make a significant impact on such women-related issues as

domestic violence, health, social taboos, income-generating activities, participation in decision-making, and HIV/Aids. *Parapanda*, supported by WACC for a number of years, has become a powerful advocate and voice for rural women in Tanzania.

c. Marginalised Communities

Support for community radio, as a means of empowering marginalised communities, remains a consistent theme in much of WACC's work. In 2003, two radio projects were supported. The first involved community radio for the empowerment of a marginalised group in Botswana, the remotely-located Bushmen in Gantsi, who are largely illiterate and speak neither of the nation's two official languages, English and Setswana. The radio project is seen as vital to strengthening cohesiveness and a sense of community among these originally nomadic people. In Cameroon, the Presbyterian Church (PCC) launched an ecumenical community radio; programmes were very varied and of interest to most people in the community, Christian and non-Christian alike. WACC's grant went towards the purchase of transmitters.

In Kenya, the African Union of the Blind (AFUB) conducted a human rights awareness campaign. A manual on human rights and advocacy for blind people was produced and distributed in accessible formats (print, disk, and Braille). Training on using the manual was conducted in Uganda and Cameroon. Through sessions with journalists, the importance of publicising the work and activities of blind role models in the media was emphasised. Press conferences and discussions were also held as part of the

advocacy-training curriculum. One of AFUB's biggest achievements was the publication of three issues of *AFUB Women's Voices*, which covered such issues as the challenges of women in employment, marriage for blind women, and assertiveness.

d. Communication Training

Over the years, communication training has been one of the ongoing priorities in Africa. In 2003, WACC supported a few training programmes at different levels and in different fields. In Burkina Faso, Tele-Vie-Deo acquired new equipment for training trainers in video production. Trainees came from different faith-based and secular organisations. Burkina Faso is one of the few countries in Africa where video and film are used by many social activists to support their causes. Tele-Vie-Deo uses video for education and sensitisation on such issues as female genital mutilation, HIV/Aids, family planning, and forced marriages.

The United Methodist Church of Mozambique acquired desktop publishing equipment to use in training church communicators as well as in the production of their interactive newsletter. The training programme included such topics as designing and publishing newsletters, writing reports and news articles, and media as an empowerment tool. The newsletter, which is better presented and attracts a wider audience, continues to focus on a range of socio-economic issues, among which domestic violence, economic justice, human rights and gender are the most common.
In South Africa, the Khayelitsha Multi-Media Project, in collaboration with MediaWorks

Trust, continued its training programme in arts and crafts for communication. All art forms were covered, from the visual arts (posters, murals, banners, and cartooning) to drama (speech, play development, role play, dance, and song) to writing (poetry, pamphlets/newsletter development, and scripts). The training focused on various forms of communication - video, radio, and public relations, and addressed themes such as HIV/Aids among young people and women.

Also in South Africa, the Independent Forum for Religious Broadcasting began detailed preparations for two training workshops due to take place in 2004: the first in radio scriptwriting and the second in radio production and presenting. Theo Coggin of Quo Vadis Communications was approached to facilitate the scriptwriting course. The 15 participants had experience in community radio or broadcasting as well as in the preparation of scripts, sermons or texts. The radio production and presentation course will focus on practical broadcasting techniques and programme production and presentation.

Results and analysis

Communication issues around HIV/Aids, marginalised communities and gender dominated much of the activity of the Africa Region, with many projects embracing elements of each of these often interrelated issues. This will certainly be the pattern for the future, with HIV/Aids a continuing challenge for Africa. Building on its earlier experience in this area and working with project partners such as EDICISA, WACC will be launching a major initiative on the role of communication in combating stigma and

Radio Encuentro, a participant in a project to identify best practice in community radio organised by the Asociación de Educación Radiofónica, ALER, and supported by WACC

discrimination associated with HIV/Aids. EDICISA is planning a follow-up programme to this year's Zimbabwe workshop.

In South Africa, Salty Print produces materials for underprivileged and marginalised communities in the townships. The impact of WACC support for the purchase of a second-hand two-colour printing press is recorded by its Superintendent, the Reverend Mark H. Stephenson: "From the day we installed our WACC-assisted two-colour Heidelberg Press we saw volumes and turn-around times accelerate. It has introduced new capacity, a different market, additional employment and new responsibilities without removing that already in place. Printing is deadline driven and speed is of the essence. The best testimony to the impact of our work is the books, brochures, and newsletters we print. Customer commitment is growing."

Recognising the interrelationship between HIV/Aids, gender, and marginalisation, the role of effective communication and the importance of working together in partnership to combat the spread of HIV/Aids, represents a major challenge for both donors and project holders in Africa. The limited funding available through WACC often serves to support pilot studies or small grassroots initiatives, that with additional outside support, could be scaled up to have greater and wider impact. With additional resources, WACC's members could have a much greater impact on the facilitation of regional networking, both within countries and internationally.

Asia

Activities

WACC approved 13 projects from 5 different nations in the Asia Region for 2003; one of these projects involved more than one nation. The Region addresses the issue of poverty educating churches and societies, defining the role of communicators and of communication in theological education, pursuing conflict resolution through interfaith dialogue, and working for reconciliation with justice. The Region also aims to educate the media, particularly at the local, congregational, and grassroots levels to provide a critical view on the use of media for social transformation. Major themes for 2003 included peace and reconciliation, refugees, women's rights, marginalised communities and communication training.

a. Peace and Reconciliation

If affirming the integrity of Creation is a form of reconciliation with nature, then the Bangladeshi project Disaster Management Training is indeed reconciliatory. An original guidebook to help grassroots communities cope with cyclones, *Ghurnijhor Mokabelai Amra Prastut* (*We Are Prepared to Face a Cyclone*) was published by the Forum for Development, Journalism, and Communication Training (FOCUS), a Dhaka-based NGO. FOCUS distributed 2,400 copies of the guidebook to desperately poor coastal communities that are constantly threatened by this natural risk. FOCUS also conducted a three-day workshop for coastal communities.

In Yogyakarta, Indonesia, 22 participants gathered for a six-day workshop on the theme 'Media for Peace Building'. Participants came from Pematang Siantar, Denpasar, Lumajang, Semarang, Madiun, Jakarta, Bogor, and Salatiga. In addition to learning about media awareness issues, the participants were taught how to produce radio and TV programmes to promote peace in their respective areas. Peace journalism and media-and-pluralism were among other topics discussed. The project, implemented by Puskat Audio-Visual, included significant follow-up activities: on returning home, the participants were expected to conduct peace education in their community using the videos they produced in the workshop.

b. Refugees

In West Timor, Indonesia, the print media project 'Publication of Monthly Newsletter – Timor Bode' helped the church, Christian Evangelical Church of Timor (GMIT), revive their news bulletin (originally named *Berita GMIT)* for their more than 1.5 million members, in a country which has been plagued by refugees due to the political developments (independence) in East Timor. The themes of each edition, including one on politics, identified, analysed, and responded to problems of justice and violence faced by the people of West Timor.

c. Gender: Women's Rights

In early December, the Women's Development Centre, in Kandy, Sri Lanka, organized a puppetry workshop for 24 Tamil-speaking women in Rambaikulum, 15 kilometers from Vavuniya Town, in northeast

Sri Lanka. This was a follow-up to a similar programme held in August. Three major issues were discussed in the training: violence against women, child abuse, and peace. 14 women were trained in puppetry. Audience feedback was favourable. Suggestions included using cotton puppets to make the performance more realistic and pre-recording the stories. One audience member commented that with the new techniques "the people can easily understand though they are illiterate."

d. Marginalised Communities

In Nepal, community radio was used to "connect" the villagers in remote mountains. The project 'Strengthening of Radio Lumbini' focused on capacity building for the community radio station in Rupandehi District, outside the capital Kathmandu, through a week-long programming and post-production training for 12 radio producers.

In Hyderabad, India, the project 'Exploring, Documenting, and Disseminating Dalit Cultural Values', by Chindu, held a five-day workshop in October 2003 on the theme 'Internalising Vision and Values Using Theatrics'. Nineteen participants attended the theatre workshop that aimed to articulate emotions and feelings through body language and to shape Dappu music in systematic notation writing, sound balancing, and pattern structuring.

Addressing issues of marginalised groups using traditional cultural forms of communication (for example, posters, street drama, art, and dance) was popular and effective in 2003, particularly in India. The

A proud puppeteer in a WACC-supported project in Sri Lanka addressing conflict resolution

'Campaign for Eradication of Child Labour', a two-year project in Salem, India was implemented by Village Reconstruction and Development Project (VRDP), an NGO. After a five-day training course, the launching of 20 cultural yahtra programmes and a school enrolment campaign that reached 145 slum villages, VRDP reported that 142 new children were admitted to school, 42 drop-outs returned to classes, 10 child labourers were released by the government and 14 child labourer's clubs were formed in the area. A challenge remains, however, as one survey shows that more than 40,000 children aged 6 to 14 work in Salem alone. In one instance, factory employers interrupted the cultural show and threatened to dismiss the child labourers from work if they joined the cultural training.

e. Communications Training

In Jogyakarta, Indonesia, the project 'Journalism Training for Peace' presented a five-day training workshop organised by Kanisius Publishing House for 28 participants in October 2003. Trainees came from areas that had experienced conflict such as Borneo, Sulawesi, Sumatra, and Java. The participants formed a network among themselves to "make a difference" in their post-conflict communities.

Results and analysis

The Asia Region continued with its online forum in 2003 via its internet homepage. The forum enables online participants to keep in touch and discuss important issues. The forum resulted in new project ideas,

including peace education for children and teachers. Amity Foundation, a Christian NGO in the People's Republic of China that trains English teachers, includes peace education in their English-language training programme. Another project arose in response to the continued harassment of Christians in predominantly Muslim Pakistan. The new project, 'Love Message for Peace and Reconciliation', will be implemented by Shaffaf Christian Communication Trust, in Lahore, Pakistan, in 2004.

Caribbean

Activities

The Caribbean Region supports indigenous communication that preserves, reinforces, and gives prominence to the region's cultural realities and traditions and that addresses such socio-political issues as the region's violence, lack of information from non-USA-dominated sources, and unemployment. At its Assembly in 2002 the Region had determined that it would facilitate programmes that promote people's right to communicate, to engage in the communication processes and to expand access to both traditional and modern information and communication technologies. Furthermore, the Region wishes to develop a culture of communication and networking among its members, to share and disseminate information across the linguistic divide by making use of all information and communication technologies and to promote and share a Caribbean world view and Caribbean culture. The principal programme areas were communication rights and communication, religion and ecumenism.

a. Communication Rights

In Haiti, support was provided for the Port-au-Prince based communication group Sosyete Anymasyon Kominicasyon Social (SAKS), to expand its communication documentation centre and for the extension of its programme into other forms of media. The communication rights of the Caribbean people in the Information Society was the theme of a seminar organised by the Region and co-hosted by the Caribbean Conference of Churches (CCC) in Trinidad. Journalists and communicators from Haiti, Jamaica, Dominican Republic, Cuba, Barbados, Puerto Rico, Trinidad, and Venezuela participated in the workshop.

b. Communication, Religion, and Ecumenism

In Cuba, the Region supported a weekly ecumenical news service in an attempt to fill in the information gap that has long existed in the country. The service is distributed among church and church-related groups.

Results and analysis

The initial objective of the seminar in Port-au-Prince was primarily to reflect on the World Summit on the Information Society (WSIS) and the Campaign for Communication Rights in the Information Society (CRIS). In doing so, it aimed to propose a programme of actions to encourage full participation of Caribbean civil society in the WSIS and CRIS. However, it soon became apparent that the level of awareness of and the interest in WSIS and CRIS varied enormously across the linguistic areas of the Caribbean. In some areas, the Summit and the right to

communicate were seen purely in terms of access to technology. In other areas, however, the WSIS was seen as a process where, unless there was a strong civil society presence, only the interests of governments and private industry would be served.

As a result of under-representation at the seminar of participants from the English-speaking Caribbean, the representative from the Centre for Research, Information and Media of the University of the West Indies offered to host a follow-up meeting in Kingston, Jamaica, in 2004. Representatives from the English speaking Caribbean will be encouraged to attend this meeting.

Europe

Activities

The Europe Region aims to assist people and organisations working in communication to improve their professional skills; work for the improvement of standards and practices in Christian communication; study and evaluate critically the social and ethical impact of communication towards the development of a just, equitable and peaceful society; co-operate with other European ecumenical organisations in the field of communication; and provide means for consultation and co-operation among peoples of different faiths and between Christian and secular groups. Activities focused on communication rights and communication, religion and ecumenism

Image from the award-winning WACC-supported TV campaign 'Pode ser melhor' (It Can Be Better) and pilot TV programme 'Pode ser melhor ainda' (It Can Be Even Better) produced by the the Brazilian NGO COMULHER.

a. Communication Rights

The Region sponsored a 90-minute hearing on 'Called to communicate: the churches' witness in the Information Society' at the June 2003 Conference of European Churches' Assembly, in Trondheim, Norway. WACC General Secretary, Randy Naylor, gave a global perspective on the World Summit on the Information Society, which was due to take place in December 2003, in Geneva. Myriam Horngren, the WACC Advocacy and Network Coordinator, described the Communication Rights in the Information Society campaign. And Karin Achtelsetter, a member of the Region's Steering Committee, indicated how the churches might respond to the various challenges.

b. Communication, Religion, and Ecumenism

Under the auspices of the Metropolitanate of Moldavia and Bukova, Romania, a three-day seminar on 'Stories and Signs of Hope in Cinema' took place in October 2003 in the Ecumenical Institute St. Nicholas. Metropolitan Daniel opened the seminar. Attending were representatives from WACC, the Protestant International Interchurch Film Organisation (Interfilm), the World Catholic Association for Communication (Signis), and the John Templeton Foundation, in addition to monks and theologians, critics and teachers, artists and filmmakers, university students and moviegoers. Three films of singular importance were programmed at the seminar: Ibolya Fekete's 'Chico' (Hungary), Stephan Komandarev's 'Bread Over the Fence' (Bulgaria) and Nicolae Margineanu's 'Bless You, Prison' (Romania).

In addition, Interfilm, supported by WACC, was present at the leading film festivals of Berlin, Cannes, and Locarno as well as several smaller ones, providing ecumenical juries and awarding prizes. Interfilm also worked with the Templeton European Film Prize to give its 2003 award to 'The Return', by Russian director Andrey Zvyagintsev.

The annual Farel Seminar took place in Versailles, France, in November 2003 on the theme 'Religious broadcasting—between the audience and their parent organisations'. It was an occasion to share experiences of different religious broadcasting formats in Latin Europe.

Ongoing discussions took place throughout the year on ways of cooperating more closely with the Committee for Lutheran Minority Churches in Europe, the Conference of European Churches, Signis-Europe (the Roman Catholic organisation for cinema and audiovisuals), the Federation of Evangelical Broadcasters, the European Conference of Internet Churches, the European Broadcasting Union, Gemeinschaftswerk der Evangelischen Publizistik GmbH, the European Communicators' Network and other organisations.

Results and analysis

The Region continues to increase its relevance in a rapidly changing Europe and to discover new partners for its interests. Its next Assembly will take place in 2004, when it will attempt to challenge the European Union's concept of public service broadcasting and the role to be played by religious institutions.

Latin America

Activities

During 2003, 27 projects were supported in eight countries of the Latin American region. WACC continues in our efforts to facilitate the placement of indigenous issues on the national agenda in Argentina, a country that persists in seeing itself as culturally mono-racial; to use communication to help church-related groups involved in setting up a Truth and Reconciliation Commission to advocate and campaign for the need for reparation, both symbolic and material, as part of the healing process in Peru; and to examine communication practices in community radio stations in one of Colombia's most violent rural areas, to see whether these practices actually contribute to peaceful coexistence and how they could be improved. Activities focused on Communication Rights, Marginalised Communities and Women's Rights.

a. Communication Rights

In January 2003 the Region partnered with Roman Catholic Latin American Organisation for Communication (OCLACC) to organise a cycle of workshops during the World Social Forum. The themes included 'Communication and Globalization in Latin America'; 'Christian Churches and Social Movements'; 'The Right to Communication in the Information Society: Readings from a Faith and Ethical Perspective'; 'Globalization, Gender and Communication in Latin America'.

More than 60 communicators and communication students participated in the seminar dealing with 'Citizens' Rights in the Information Society', it was held at the Methodist University in Sao Paulo, Brazil, in advance of the Region's Assembly.

b. Marginalized Communities

For the last two years WACC has supported the Brazilian NGO, Comulher (Communication and Women) in their efforts to organise a TV campaign around issues of communication and disability. The campaign was followed by audiovisual training for a group of disabled people, with the aim of producing a regular 30-minute TV programme. The chances of a group being able to negotiate the TV space with the university and community channels in Sao Paulo were given a strong boost when the group won the international award 'A Society for All' awarded by the digital news agency Disnnet . The aim is to promote the elimination of all forms of exclusion which are disseminated and reinforced by the images and languages of mainstream media.

c. Gender: Women's Rights

Another encouraging result came from Peru, where the public consultation and campaign organised by Calandria on the images of women in mainstream media was a huge success. Calandria managed to attract double the number of signatures required by Peruvian law to introduce changes in legislation. The group has now presented to the country's legislative bodies a proposed set of changes to Peruvian broadcasting legislation.

Three women in Zimbabwe on a course of gender and photojournalism aimed at challenging conventional stereotypes and using photography for a fairer representation of Africa and its development needs. Photo submitted to "Images of Communication" competition

Results and analysis

The success of the OCLACC workshops led to a signing of a protocol between OCLACC and WACC-Latin America and the planning of further joint programmes between the two groups. This has significantly strengthened the advocacy potential of ecumenical communicators in Latin America. In addition, many members of the Region and project-holders supported by the Region participated actively in the international campaign for Communication Rights in the Information Society and were able to participate in the December 2003 summit in Geneva.

A video depicting the struggle for justice of a small community in a remote part of Peru which had been supported by WACC the previous year continued to be shown in international film and documentary festivals in Latin America, USA and Europe and continued to win prizes. Indeed, it was selected to be shown at the World Social Forum, in India in 2004.

A number of Argentinean community radio broadcasters, many of them linked to WACC, benefited from a Supreme Court decision declaring unconstitutional a law that excluded all non-commercial organisations from applying for radio licences. Radio La Ranchada, for example, received support from WACC nearly eight years ago to purchase equipment and to set up a radio-skills training programme. WACC support helped to improve La Ranchada's technical capacity, news coverage, financial stability, and prospects for survival, providing an indicator of how WACC support can help transform institutions and people's lives.

Middle East

Activities

In 2003, the number of projects implemented in the Middle East Region almost doubled over the previous year. A total of 11 projects were approved, three of which dealt with issues from a regional perspective while the rest focused on specific in-country needs. Two main goals were in evidence: advocacy for women and children and finding common values through resolving conflict, building peace, and healing trauma. The focus of activities was Peace and Reconciliation, Women's Rights and Communication, Religion and Ecumenism.

a. Peace and Reconciliation

'Telling the Story—the search for deeper inter-communal understandings' was an initiative of the Fellowship of Middle East Evangelical Churches in Egypt. The project aimed to give children growing up in a culture of conflict, positive inter-communal understandings by sharing stories of co-existence and reconciliation from and by children's voices. A training course was organised on listening to and/or writing children's stories that promote friendship, peace and love. As a result of this training, the best stories were published in a manual for Sunday School teachers, schoolteachers and people working with children.

b. Gender: Women's Rights

Télé-Lumière based in Lebanon, the only national Christian TV station in the region, produced a series on women's dignity, rights

and struggle for family values. It was intended to promote the introduction of new laws in favour of women's rights. The producers conducted research and filmed reports for several episodes in different Arab countries. They also gathered testimonies from both women - often with some difficulty - and representatives of NGOs working for women's rights.

The Middle East Council of Churches organised a regional workshop on The Image and Role of Women in Middle East Media. Twenty six experienced communicators from Lebanon, Syria, Egypt, Palestine, and Jordan, both men and women, participated in the workshop which took place in Cyprus, at Ayia Napa Conference Centre. The workshop concluded with a range of recommendations focusing on generating a more positive image of women in the media.

Téléciné International in Egypt produced a series of TV musicals for women in 15 episodes. The lyrics highlighted the concerns, thoughts and feelings of women in the Middle East, such as facing fear, marital betrayal, fear of cancer, childlessness, poverty and aging. A well-known composer set the lyrics to music, and four popular music arrangers produced the songs, which finally were recorded on CDs. Distribution had been planned via satellite channels and TV stations but this took more time than anticipated.

The Lebanese Council to Resist Violence Against Women (LECORVAW) produced a 10-minute documentary introducing the subject of violence against women. It featured presentations by experts, testimonies by women victims of violence and the views of the general public. Finding women willing to talk openly about their experiences was difficult as domestic violence remains a taboo topic in the Middle East. LECORVAW is planning to use the documentary in schools, universities, medical centres and other organisations.

For the last few years, Theatre Day Productions (TDP), in Palestine, has carried out its programmes under very difficult circumstances. In 2003, TDP managed to implement workshops in animation techniques for young women working with children in refugee camps and schools in Gaza. The programmes include stories about school and home life, the environment, injustice, etc using storytelling, drama, video-animation and other media.

c. Communication, Religion, and Ecumenism

Al-Liqa Centre for Religious and Heritage Studies in Palestine received funds to update its desktop publishing equipment and thus improve its newsletter and other publications. These covered issues involving Israel/Palestine as well as Christian-Muslim dialogue.

In addition, support was approved for Al Arabia's publications in Syria.

Results and Analysis

The various initiatives on reconciliation and peace-building were a direct response to the prevailing conflicts in the region. It is hoped that they will contribute to a common understanding, but an assessment of this is

Two boys playing with telephones in a New Delhi slum. Photo submitted to WACC's "Images of Communication" competition.

only feasible in the longer term. Addressing women's issues and empowering women within the context of Middle East societies were also priorities. Financial contraint and the prevailing conflicts continued to inhibit the development and implementation of programmed activities.

Pacific

Activities

Media and civil rights emerged as one of the year's main issues for the Pacific Region. This was not surprising as the Region continued its journey toward peace and reconciliation in the aftermath of the recent coup in Fiji and ethnic clashes in the Solomon Islands. Within this context, the Pacific Region aimed to address issues of conflict and violence in the region, promoting peace and reconciliation through alternative media, strengthening communication and development, providing training to communicators from faith-based communities, assisting marginalized and minority communities, and building communication networks, and advocating the use of new technology and to enhance development. Peace and Reconciliation, Women's Rights and Marginalised Communities were the dominant themes.

a. Peace and Reconciliation

Femlink-Pacific, a newly formed NGO based in Suva, in collaboration with Interfaith Search Fiji (ISF), produced a 40-minute community video entitled *Sharing the Light*. This was accompanied by a 12-page viewing-and-discussion guide that focused on how to

bring peace through dialogue between the different ethnic and religious communities in Fiji. Seventy five video and magazine copies were widely distributed to women's groups and community-based organisations, schools, government departments and development partners as a tool for advocacy.

The Citizens' Constitutional Forum (CCF) also based in Suva Fiji, promoted human rights concepts through three regional workshops.

b. Gender: Women's Rights

Femlink-Pacific strengthened its documentation service through WACC support for the purchase of a digital camera and laptop computer. With the equipment, Femlink-Pacific covered the participation of women from Fiji and other Pacific Island's at the World YWCA Council Meeting held in Brisbane in July 2003. The equipment was also used to improve the monthly community news bulletin "FemTalk".

c. Marginalised Communities

In New Caledonia, WACC supported the Eglise Evangelique en Nouvelle-Caledonie et aux Iles Loyauté in the creation of its information and communication department and launch the newsletter *Le Troutrou*. The newsletter was seen as a means to improve the free flow of information to its 30,000 members, most of whom are indigenous Kanak and Caldoche peoples. The project entitled 'Creation of Information and Communication Centre' promoted the right to communicate among the indigenous community.

Results and Analysis

The projects undertaken reflect the steady but low profile growth of movements concerned with generating awareness of the importance of human rights and reconciliation in the South Pacific region. Anecdotal evidence suggests that the projects are having some impact, but it will be some years before real and discernable impact can be measured.

Taken by WACC member Gabriela Mayorquin in Lumbini, during a tour of South Asian journalists of community radios, it shows a young Nepali Buddhist monk listening to the radio, undoubtedly the most effective and far-reaching means of communication in Nepal.

3. EVALUATION

The essence of evaluation has to do with learning from doing and learning about doing. Did we accomplish what we set out to do? What factors helped or hindered in our achievements or lack of them? What can we do differently and better next time in similar circumstances? These are questions of importance to WACC and its project partners and donor partners.

WACC encourages and expects all its project partners to include evaluation plans in their project proposals. In most cases, the ongoing or end of project evaluation is carried out by the project partners themselves, often using a participatory approach. Projects supported continuously for three years or more are expected to undertake a more comprehensive evaluation, that may include external members or the evaluation team.

WACC also periodically carries out assessments and reviews of its projects, programmes and activities. 2003 saw a review of the long-standing Training Assistance Programme. While it was not a full-scale evaluation, it did underline the need for changes in order to align the programme with WACC's evolving priorities. The focus of the new programme is on communication leadership training and the guidelines and some aspects of programme implementation have been modified accordingly.

 Acting on a decision of the 2002 Central Committee to stregthen the evaluation environment at WACC, the new half-time position of WACC Evaluation was filled in 2003, with a view to a comprehensive WACC evaluation by 2006.

4. FINANCE

4.1. General

WACC is most grateful to all its donor partners for their continued support in 2003.The activities that are reported in the other sections of this report take place within the context of the budget which is approved annually by WACC's Central Committee.

The management accounts for the year ended 31.12.03 approved by the Finance Committee at its meeting in May 2004 , disclose a consolidated net deficit for the year of € 162,515 (2002 Deficit: € 24,401; 2001 Surplus € 220,272).

The audited accounts in the SOFA (Statement of Financial Activities) format approved by Finance Committee and circulated to members for approval at the Annual General Meeting, use the same underlying accounting information. It is presented, however, in a different way, but which complies with UK charity legislation, in order to show the result for the year in terms of a net increase or decrease in funds.

The total funds under WACC management are divided between two main categories - unrestricted funds (funds which WACC can expend for any purpose, eg Block Grants) and restricted funds (funds which may only be expended for a designated purpose).

At 31.12.03 overall funds under management in the audited accounts reflect a decrease of € 232,123 compared to the previous year.

In Euros	2002	2003	Variation
Unrestricted funds	2,326,851	2,231,436	- 95,415
Restricted funds	1,548,504	1,411,796	- 136,708
	3,875,355	3,643,232	- 232,123

Grants received and paid under the Development Initiative Programme (DIP) accounted for the bulk of the movement on restricted funds during the year. New funds for the programme were received from EZE Germany (€ 330,000) and existing funds were released (€ 459,842) as WACC was able to "claim" on existing funds for projects that were reporting in 2003. More projects reported in 2003 reducing restricted funds than WACC received new funds from EZE to finance new projects under the programme.

Over the same period unrestricted funds decreased by € 95,415 (2002 Increase € 66,596).

The auditors have reported a "true and fair view" on the accounts.

To enable WACC to track its income and expenditure during the year its activities are split between core and co-funding segments of the annual budget. Core activities are financed from block grant, investment and other income and some restricted fund grant income. Activities within the co-funding segment of the annual budget are financed entirely from restricted grant income. A summary of the management account information for both the core and co-funding sectors is below.

The co-funding results for both 2002 and 2003 are largely attributable to the operations of the DIP Programme. Over the last two years, more grants were accounted as income from projects reporting than were paid out as new grants by WACC. In both years this has reduced a core operating deficit to, or below, the level approved by the Central Committee.

Management Account Information

In Euros	2002	2003
Core (deficit)	(144,276)	(261,005)
Co-funding surplus	119,875	98,492
Deficit/Surplus for year	(24,401)	(162,513)

Core Budget Summary

Within core budget the major variations from budget are as follows:

(Figures €'000)	Actual	Budget	Variation
Income			
Block grants	1723	1753	- 30
Restricted grants	62	64	- 2
Restricted grant adjustments	5	20	-15
Other income	73	78	- 5
Membership income in regions		18	- 18
	1863	1933	- 70
Expenditure			
Membership income in regions		18	+ 18
Regional development (RDS)	796	819	+ 23
Global studies programme (GSP)	432	527	+ 95
Services	907	1072	+ 165
	2135	2436	+ 301
OPERATING DEFICIT	(272)	(503)	+ 231
Forex gain	1		+ 1
Grants accrued w/back		200	- 200
Restricted grants review	50	50	-
Transfer to building repairs	(40)	–	- 40
CORE DEFICIT FOR YEAR	(261)	(253)	- 8
Deduct:			
Co-funding result	98	100	- 2
Deficit for the year	(163)	(153)	- 10

4.2 Income

Both block grant and restricted grant income were slightly below budget. Net grant income adjustments (the difference between current year restricted grant income carried forward and restricted income received in prior years but used in 2003) was € 5,000 positive, whereas we had budgeted for € 20,000 positive. The main reduction in block grants compared to budget was € 26,965 from Community Media Association budgeted for 2003 revised but deferred to 2004. Within North America new restricted funding was received from Ford Foundation totalling € 123,683 for CRIS related activities. This was allocated outside core budget to co-funding but a further € 12,300 was given by Ford as a block grant for WACC general activities for core budget, which was offset by the loss of a block grant from Evangelical Lutheran Church in America budgeted as € 14,950.

Total grant income received for 2003 across all budget sectors before restricted grant adjustments was € 2,876,024 or € 2,546,024 after adjusting for new DIP funds received in 2003 amounting to € 330,000. The equivalent net figures were € 2,528,135 in 2002 and € 2,662,371 in 2001.

As reported last year, WACC is in a period of significant change, actively seeking new funding sources, strengthening relationships with our existing funding partners, striving to maintain existing levels of programme expenditure and control sterling costs. Throughout the year interest rates generally moved lower in Euro and Sterling . WACC started the year with lower cash deposits

and during the year more of our new (2003) grant income was remitted in instalments and timed for remittance later in the year or, as with the Community Media grant, deferred into 2004. These are the main reasons for the fall again in 2003, compared to 2002, of the 3-year average rate of interest earned.

4.3 Expenditure

Sterling expenditure in the 2003 revised budget approved at Central Committee 2003 was converted at an average budget rate of 1.52 into Euros. This compares with the average actual rate over the year recorded of 1.45, which represents a potential saving against budget of approximately 4.6% from favourable exchange rates.

The combined salaries and travel budgets were underspent by € 88,249 (6.7%) . A delay in the appointment of new staff to replace the Funding Coordinator and Assistant to the General Secretary contributed to savings against budget for staff salaries over and above the effect of the favourable exchange rate. Substantial savings against travel budgets were achieved by reducing the number of trips and taking advantage of cheaper fares. The combined central office expenses were underspent by € 85,028, approximately 50% of the saving, however, is really presentational and comes from building maintenance and repairs. The budget for this item was set high at € 47,900 anticipating a programme of repairs and redecoration in 2003. By 31.12.03 most of the budget (€ 41,000) remained unspent - detailed estimates had been obtained by the year end but no contract was in place. It was therefore decided to make a transfer to

designated funds of € 40,000 to cover expenditure to be incurred in 2004. This transfer is reflected in the final result for 2003 given in the core budget summary.

Expenditure within the Regional Development Sector and the Global Studies Programme includes both programme and some Sterling costs (salaries and travel) From the Core Budget Summary it is clear that in both sectors total overall expenditure was well within the revised budgets approved by Centcom 2003.

A restatement of the figures to present the results for the year in the SOFA Format, which includes both core plus co-funding activity is as follows:

Results for the year

Cost of generating funds:	Actual	%
Fundraising costs	173,480	6.4
Action and publicity	148,108	5.4
Charitable expenditure:		
Grants payable and direct support costs	2,163,925	79.5
Management and administration costs	236,565	8.7
Total charitable expenditure	2,400,490	88.2
TOTAL RESOURCES EXPENDED	2,722,078	100%

Community Radio Madan Pokhara Fm in Nepal makes the effort to report the opinion of rural women. The photographer won a prize in WACC's photo competition "Images of Communication"

5. ORGANISATION AND STAFF

WACC's global office in London has a multinational staff drawn from Belgium, Canada, Chile, France, Gibraltar, Hong Kong, India, Philippines, Rwanda, Spain, Tanzania and the United Kingdom. Together the staff represents an impressive breadth and depth of experience.

2003 saw the departure, after 17 years of service, of Teresita Hermano who was perhaps best known for launching WACC's Women's Programme. She was Coordinator of the Women's Programme as well as Director of Services. Hermano decided that the time had come to return to the Philippines. Her responsibilities for the Women's Programme were transferred to Anna Turley, who was formally Women and Media Programme Officer. The position of Director of Services was not filled. Instead, the duties were divided among other newly created positions.

Mary Luz Rivera retired from her post as Personal Assistant to the General Secretary after more than 25 years, also with intentions to return to the Philippines. Her position will not be filled, and some of her responsibilities were transferred to a newly created position.

Three people joined the staff in new positions during 2003: Lavinia Mohr became the Director of Regional Development and Evaluation in mid-year. This is a new post which is intended to strengthen evaluation within WACC. Tim Meadley joined the staff at

the end of the year as Project Manager with responsibilities for WACC's corporate organisational needs. Shortly after David Blagbrough joined the staff in the new position of Resource Development Coordinator, with responsibilities for fundraising.

Participation of Women:
The participation of women in WACC's formal structures and in its programmes has improved steadily over the years. WACC has a pro-active gender strategy which is implemented at various levels. For instance, of 17 members, 7 were women, with 3 key members of the senior management team, and at the 2003 Central Committee meetings, 16 of the 36 participants were women. The scholarships programme continued to maintain a gender balance. There were numerous women's projects under WACC's project portfolio and there were increasing numbers of women participants in WACC's GSP programme.

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Dilbhadur BiswoKarma, a barefoot lower-caste blacksmith who is ploughing a field (for an upper-cast employer who pays him barely US$1.25 a day). He is shown being interviewed by Ramchandra Basyal for a programme on Radio Madan Pokhara examining caste-based social discrimination. This photo was highly commended in the WACC photo competition Images of Communication.

6. CONCLUDING NOTES

2003 was a year of significant change in staffing, structure and operation. It can be characterised by a move towards greater attention to planning and evaluation in order to maximise the impact of available resources. Internal procedures were reviewed to ensure compliance with current best practice and operational priorities refined to position WACC as a key international player in the area of communication rights.

The restructuring of the office and the establishment of four new posts reflected the determination to strengthen management in terms of evaluation, fundraising, gender issues and corporate change. Whilst there was some initial impact as a result of these appointments, it is in the long term that real impact needs to be measured.

Work was completed on a number of administrative and management policies such as staff conditions of service and the groundwork laid for new policies in performance management, conflicts of interest and the recruitment of volunteers. It was also agreed to set in motion a programme of strategic planning for the period 2004-2007 which will be presented in outline to the Central Committee at its meeting in 2004. The strategic planning process will review all aspects of WACC procedures and operations and will

incorporate strategic plans for communications, fundraising and mainstreaming gender throughout the organisation.

The decision to continue devoting substantial resources to the campaign for communication rights has reinforced and made more explicit WACC's commitment to advocacy. WACC has also been very pleased with the very positive outcomes of many of the WACC projects. Some of WACC's project holders have received widespread acclaim for their work. The Brazilian NGO, Comulher, for example, won the international award 'Society for All' granted by the digital news agency for promoting the elimination of exclusion in mainstream media. What is particularly noteworthy is that WACC's unique ability to work at the grassroots level with relatively modest funding, provided the support that so many organisations require, but find difficult to access. WACC's role in this process is therefore critical. At the same time, WACC, with its worldwide network of churches and faith based organisations, has decided to play a more significant part in international efforts to reduce the advance of HIV/Aids through combating associated stigma and discrimination. During 2003 work began on the development of a major proposal in this area for presentation to the next meeting of the Central Committee in 2004. A further characteristic of WACC's

unique role, is its leading edge work on a range of social and communication issues through the generation and sharing of knowledge and ideas. During 2003, for example, a range of studies and conferences around indigenous knowledge systems and intellectual property rights were initiated. Linking knowledge creation with grassroots activity – or to put it another way linking 'thinking' with 'doing' – is fundamental to WACC's work. In practical terms it is, of course, about achieving a balance and coherence between global (GSP) and local programmes (RDS projects). As a result of the increasing symbiosis between programmes and RDS projects, WACC's project portfolio has seen an increase in those that reflect the global programme. These include projects in the area of gender, indigenous people and refugees, disability and media education.

As always, WACC's success depends on close working relations with its partners whether they be members, project holders or donors. Maintaining and strengthening these relationships remain an overriding concern and priority.

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