



WACC

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1. GLOBAL ACTIVITIES

2004 was the second year of WACC's third Global Studies Programme (GSP), whose theme 'Taking Sides: Communication & Reconciliation' reflects WACC's commitment to ideas highlighted at its international Congress held in 2001.

The five sub-themes of the GSP are:

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

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 to 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.



WACC staff member Julienne Munyaneza takes part in the day of media monitoring activities that was carried out in every region.

- ♦ 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 reinforced WACC's commitment to ideas and action. WACC remains the only international ecumenical organisation that intentionally explores critical issues in communication from the perspectives of social change and communication rights. The breadth of WACC's interventions has been substantial over the years – from its support for communication ethics, to its exploration



ICT focus. Edwin Osundwa, who is blind, is a computer trainer at the Kenya Society for the Blind. This photo by Joan Pereruan was entered to the WACC photo competition.

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, 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 around Information and Communication Technologies (ICTS) and their use 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 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 (2003), for which WACC provided the secretariat, 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. WACC was part of a global coalition of representatives of civil society that issued the declaration 'Shaping Information Societies for Human Needs', offered as one of the official outcomes of the Summit. WACC continued working on this issue in 2004.

The most vulnerable people today are indigenous people, women, children, refugees and people with disabilities. Their empowerment is fundamental to human liberation. WACC believes in communication support for these sectors – thus

strengthening their rights to information and communication and the communication of their stories.

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). 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 and their social consequences. 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 IPR regime which privileges owners over users.

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

Activities

The GSP was involved in organising a number of activities during 2004, although not as many as in previous years due to funding constraints. The activities were restricted to three of the five sub-themes and included:



At the IPR and Communication seminar in Bangalore organised by Voices, Mr Dev Khan explains how Bollywood stole his community's folk song.

Communication at and From the Margins

- ♦ Seminar on 'Migrants and their right to communication', Tecún Umán, Guatemala, 12-15 March 2004.
- ♦ Workshop on 'Communication needs of Sudanese refugees', Cairo, Egypt, 30 September to 2 October 2004.

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

Resisting Knowledge Monopolies

- ♦ Workshop on 'IPR and communication', Bangalore, India, 5-7 April 2004.
- ♦ Seminar on 'IPR and the public domain in Southern Africa', Natal, South Africa, 10-15 May 2004.
- ♦ Seminar on 'IPR and traditional culture', Dakar, Senegal, 20-22 May 2004.
- ♦ Conference on 'IPR, communication and the public domain in the Asia-Pacific region', Brisbane, Australia, 14-17 December 2004.

Highlights:

a. Seminar on 'Migrants and their right to communication', Tecún Umán, Guatemala, 12-15 March 2004

There is an urgent need for documentation for communication support mechanisms aimed at strengthening the communication networks used by economic migrants – informal and formal, and for convincing media professionals of the need to cover migrant issues as a process and not as a series of isolated events.

This workshop took place in Tecún Umán, a

vibrant borderland between Guatemala and Mexico and brimming with people on the make and take. Economic migrants arrive here from Guatemala, Honduras, El Salvador, Nicaragua, even as far away as Eritrea, Nigeria and India. They are on their way to that paradise for migrants – the USA. Most are looking for a better life, a living wage, bent on escaping from the clutches of grinding poverty, chronic unemployment and violent streets. The vulnerable first timers, are hours away from a perilous journey that will either make or break them.

The workshop was held at the Casa Del Migrante, a home for migrants that was set up nine years ago by the Scalabrinianos, an Italian, Roman Catholic order. An average of 50-60 migrants visit this home each day, stay for a maximum of two days - eat, rest, recuperate and network before beginning the hazardous and arduous crossing of the Suchiate River, and onwards by bus, train and foot into Mexico, and ultimately, for the lucky few, into the USA. The vast majority of migrants are in the 18-26 year range, most of whom are men.

There were 25 participants at this workshop representing all of the countries in Central America along with two from the destination countries – Mexico and USA. Journalists, radio producers, activists involved in the protection of migrant rights, religious and lay people involved in facilitating refuge centres for migrants, theorists of migration and communication, a mother representing disappeared migrants from Honduras, and migration policy experts were among those who took part. The workshop started with a tour of Tecún Umán and another border town,



Migrants make an illegal crossing into Mexico at Tecun Uman in Guatemala

El Carmen that has become the epicentre for deportations of Central Americans from Mexico.

Rick Ufford-Chase, a Presbyterian missionary representing the ecumenical migrants organisation Borderlink, spoke of the Walmartisation of Mexico and the perilous state of the Mexican economy as companies move out to places in the South where labour and lives are at their cheapest and where profits are high. Margarita Maass from the University of Guadalajara presented a communication strategy for migrants based on a weaving of theory and practice. There were also sessions on the use of the media to support and extend migrant rights – community radio - Radio Progreso (Honduras), Radio Santa Clara (Costa Rica), and the mainstream press - La Prensa (El Salvador) that carries daily reports on a variety of issues related to migrants.

One of the key resources that came out of the workshop was a practical guide for migrants - a compilation of addresses of all the houses and centres of refuge for migrants along the migrant trail from Central America to the USA. A second output was a style-guide for journalists, and the third a CD-Rom with the proceedings of the workshop.

b. Seminar on 'IPR and the public domain in Southern Africa', Natal, South Africa, 10-15 May 2004

This seminar was part of GSP's initiative to enable a series of workshops in different regions of the world to attempt to map the key issues and trends in IPR as they relate to media and communication. The overarching concern of the seminar was the manner in which 'ideas' and 'knowledge', both old and

new, are being rapidly 'enclosed', 'privatised', translated into intellectual 'property' that is available for a fee. Given the key role played by old and new media in the mediation, appropriation, manufacture, dissemination of ideas and knowledge, the current attempts to monopolise and privatise creativity and innovation are bound to have a detrimental effect on diversity, human creativity and the quality of the global commons. The commons consist of all 'non-rivalrous' resources.

Language, for instance, is a part of the global commons. So are roads and parks, Darwin's theory of evolution, the Bible and the Koran. Our consumption of such resources does not inhibit or diminish the resource itself or its use by another person. One can, likewise, argue that the democratisation of communication hinges on the quality of communications in the commons.

At the seminar the agenda was set by drawing attention to 'Systems of control and regulation – copyright issues, digital divides and citizens' rights', arguing for a balance between the rights of the creator (authors, artists and producers), and those of the consumers-as-citizens within an informed public sphere. 'Communications and global intellectual property rights: ICTs and development in Africa' explored the increasingly important role of ICTs in development, but stressed the fact that the creation of information-based societies in Africa is also facing a threat from an increasingly global IPR regime.

A second session was devoted to the legal situation regarding intellectual copyright, including 'Mass Media and the Convergence



IPR and traditional culture in Senegal. Sufi drummer Boubacar Diagne with some of his family and with three of the drums played by his troupe.

of Copyright Law in Southern Africa' and 'An overview of intellectual property law with specific reference to the law of copyright', which introduced the legal regime existing to protect original ideas in intellectual property. Two sessions were also devoted to questions of IPR and unpublished indigenous knowledge held in common trust, in particular 'Who Owns the Past: The Appropriation of San Rock Art in the New Millennium' and 'Oral Tradition and Concepts of Ownership in Malawi'.

The final session within the ambit on Intellectual Property Rights focused on plagiarism, addressing the vexed question of 'Begging, borrowing, stealing: the context for media plagiarism in 21st century South Africa'. This study investigated the prevalence of the practice in contemporary South African journalism, examining the larger economic and technological context that encourages or even forces forms of copying and plagiarism: of others, of self, of international editions, of competitors' styles, of material found on the Internet.

It is envisaged that a book length publication will result from the proceedings of the Seminar.

c. Seminar on 'IPR and traditional culture', Dakar, Senegal, 20-22 May 2004

Organised in partnership with CODESRIA (Conseil pour le Développement de la Recherche en Sciences Sociales), this workshop on IPR and traditional culture brought together 33 participants from many different social and professional backgrounds. There were cultural actors

(writers, composers, actors, managers, music and film producers, and poets), academics, journalists, lawyers and representatives of musicians' unions. UNESCO was represented through the International Music Council and the International Federation of Musicians. This diversity of representation from different French-speaking sub-Saharan countries proved extremely important for a plurality of points of view and the richness of discussions.

CODESRIA (Senegal) and WACC wished to focus on authors' rights and their implications for African artists in relation to traditional arts and culture. Both theoretical and practical questions were addressed. Fundamental questions included the impact of globalisation on the knowledge economy, the problems of privatisation and commercialisation of the media, and the consumption of knowledge. The sensitive question of the position of African music in relation to commerce and culture was tackled as well as the relationship between traditional and modern music-making in Africa.

Participants found it very relevant to discuss the relationship between intellectual property rights (IPR) and traditional culture, a subject that 'could not be more relevant' according to the Senegalese Minister of Culture and Heritage who opened the proceedings. IPR are based on notions of individual or collective authorship, with which are associated ownership, private property and right to respect for a work's integrity. The nature of traditional culture in Africa and the way it works are communal. The creative



Participants at the WACC regional meeting in Cape Town.

process takes place in sequence with different people making their own contribution. In this model, the act of creating loses its sole source and becomes collective. Tensions and problems naturally arise between the Western concept of IPR and their economic consequences and the African concept. The traditional logic of creative activity does not require protection, as such, which is a notion inherent in the 'right of the author'. Thus two philosophical and practical concepts are opposed. In addition, artists in traditional societies used to live on gifts that they received by right of their taking part in social rituals and practices (griots and carriers of social history). The changes undergone by contemporary African societies have led artists to depend more on salaries than gifts, changing the traditional function and place of art in African societies.

Participants proposed the creation of a network of people charged with reflecting, collecting and coordinating follow-up work on ideas raised at the workshop. CODESRIA will act as a clearinghouse for such materials. Other suggestions were for a campaign on behalf of African artists against piracy and a joint declaration detailing key arguments in the claim for artists to be able to live both within their traditions and in relation to contemporary societies.

Results and Analysis

The Global Studies Programme can be said to involve both the people who take part in its activities and, in the sense that materials are made available in publications and on the Internet, the wider WACC membership and

its whole network of partners. WACC members, project holders, scholarship recipients, conference participants and traditional allies – such as activists campaigning for Communication Rights in the Information Society (CRIS), organisations such as the International Association for Media and Communication Research (IAMCR) and the International Peace Research Association (IPRA) – were in regular contact with WACC, both through its global office and through its eight regional structures. Many GSP activities take place with the active participation of its regional associations, which multiplies the number of indirect beneficiaries.

The GSP is both global and integrated. It is global in that it deals with issues that are relevant at the level of governments, international institutions and non-governmental organisations. At the same time the programme is intensely local in the sense that it is conducted in specific rural and urban contexts. Furthermore, the programme is local in that programme content is evolved in specific contexts and is, therefore, relevant to local concerns. GSP also integrates its work, as far as possible, with WACC's regional development sector, which focuses on grassroots projects.

GSP activities tend to have concrete outcomes. In the case of the three workshops highlighted above these were as follows. In Guatemala, a CD-Rom of materials presented and used at the seminar; a pocket leaflet for migrants; guidelines for journalists covering immigration issues; articles in publications and on web sites throughout the



A meeting on the GMMP at ANWIC. ANWIC continues to be one of many Women's Networks that WACC is actively networking with.

region. In South Africa, a book based on the papers presented at the seminar. In Senegal, the creation of a clearinghouse to centralise and coordinate future work on IPR in the region and a commitment to campaign on behalf of traditional artists and cultures in relation to IPR infringements.

GSP's mandate is to relate the global to the local, to discover areas of common concern in information and communication issues and to bring them to the attention of its partners with the aim of increasing the possibility of social change for good. Above all, GSP believes that its work supports the implementation of communication rights that lead to the completion of a process of positive interaction between people. That process includes not only seeking, receiving and imparting information, but also listening and being heard, understanding, learning, creating and responding. Communication rights are, therefore, the foundation of human dignity and a matter of justice, equality and solidarity.

1.2 Networking

WACC works in collaboration with four broad networks: its members, media practitioners worldwide, the academic community and non-media based NGOs. WACC's most important network is its eight regional associations and, increasingly, the many social movements with which it shares common concerns. WACC continues to encourage more people (particularly those belonging to other faiths) to participate in WACC's programmes. Members in turn act as 'multipliers', many of whom are in

positions of influence in the media and/or the churches.

Media practitioners and academics who share the ideas and ideals for which WACC stands constitute a further network. In 2004 WACC continued to work closely with the different groups involved in the campaign for Communication Rights in the Information Society (CRIS), and has 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 2004, she has progressively taken on board WACC advocacy concerns. In addition, WACC has continued its co-operation with a great variety of women's networks including ANWIC, MediaWorks, and MediaWatch. The WACC women and media network remains 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 (ACCE) and the Asian Mass Communication Information and Research Centre (AMIC), 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 Media and 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



Photo of Israeli tank passing through Bethlehem from the Bethlehem Media Centre.

Section of IAMCR, and other regional and national academic networks such as the University of Botswana, the Methodist University of Sao Paolo, the University of Colorado, University of Chicago at 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 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, Disabled Peoples International (DPI), Christian Aid and the Life and Peace Institute.

1.3. Membership

WACC is a worldwide ecumenical association with members in 118 countries. Personal members can be found in 91 countries, and corporate members are found in those 91 countries plus an additional 27 countries. Membership is open to churches and church-related organisations, as well as non-governmental organisations, the private sector and individuals sympathetic to WACC aims and principles.

Collectively the corporate members represent millions of people around the world. Corporate members range from organisations that group together members of their own, such as the World Council of Churches, Switzerland, the National Christian

Council of Sri Lanka, or the Asociación de Jóvenes de Cuba, to small grassroots organisations, such as the independent television producer Banyan Limited in Trinidad & Tobago, and academic institutions such as REDRICA, Puerto Rico, or the Faculty of Social Communications Science, Italy. Personal members include practitioners and theorists of communication. They work as communicators, researchers, and academics in both religious and secular contexts. At the Central Committee meeting in July 2004 it was agreed to establish a third category of membership: that of the affiliate. This would be open to individuals who share the WACC mission and wish to participate in activities, but have no interest in the governance of the organisation.

WACC members are grouped into 8 regions: Africa, Asia, the Caribbean, Europe, Latin America, the Middle East, North America, and the Pacific.

Region	Corporate Members	Personal Members
Africa	60	93
Asia	126	93
Caribbean	28	41
Europe	48	120
Latin America	85	92
Middle East	19	13
North America	38	98
Pacific	25	7
Total	429	569



Communication Leadership Training: Madonna Sampson-Doyle, from Trinidad and Tobago, a WACC scholar who recently graduated from the distance learning MA in Mass Communications from Leceister University.

WACC Membership during 2004

WACC members have a wide range of interests and concerns which 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, training, consultancy, and policy-making work.

1.4 Training

Goals and Objectives

The overall aim of WACC's 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 Communication Leadership Training Programme (CLT) has the following specific objectives:

- ♦ To enhance individual leadership capacity within and beyond WACC 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;
- ♦ To support the core and strategic objectives of WACC through the selection and support of

candidates actively involved in one or more of the following four areas:

- ♦ Communication rights for all
- ♦ Media and Gender Justice
- ♦ Eliminating HIV/Aids stigma and discrimination
- ♦ Communication and theological education

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 CLT and organised training events such as workshops. For the first time in the history of the WACC scholarship programme the majority of successful candidates were women. In 2004, the Communication Leadership Training programme, mainly funded by HEKS and WACC, awarded 24 scholarships. Fifteen of the 24 scholars were from Africa, one from Asia, two from the Caribbean, two from Europe, three from Latin America and, one from the Middle East. The majority of scholars took short-term courses. However, five scholars completed their MA and two finished their BA. The majority of scholars attended educational institutions within their own country or region.

The shift to training of potential communication leaders is evident from the background and interests of two of the scholars from 2004, Milja Radovic and Madonna Sampson-Doyle. Born in Serbia



Global Media Monitoring Project 2005 was coordinated by the WACC Women's Programme.

(1971), Milja Radovic worked in radio and television journalism before first degree studies at the Theological Faculty of the Serbian Orthodox Church and at the University of Belgrade where her dissertation was on the relationship between church and media during the Milosovic era. With no opportunity in her home country to pursue postgraduate studies in media and ethics, she was awarded a WACC scholarship for the MTh course at the University of Edinburgh (Scotland) where she focused on religion, media and conflict in former Yugoslavia. Her course work enabled her to participate in several international conferences on different aspects of media, culture and democracy, thus broadening her knowledge and experience in this field. Successfully completing her MTh degree, and with the full support of the School of Divinity at the University of Edinburgh, Milja applied to continue studies leading to a PhD in 'Media and Ethics'. She plans to research the role of mass media in post-conflict situations and the potential for reconciliation offered by religion and the churches. She is especially interested in communication rights, gender issues and creating public spaces for dialogue. In the long term Milja intends to return to her native Serbia to develop interdisciplinary studies at university level in communication, ethics and religion.

Madonna Sampson-Doyle, a communication consultant, writer and WACC personal member from Trinidad and Tobago, became the second WACC scholar to obtain an MA in Mass Communication from the University of Leicester by distance learning. The course, launched in the late 90s, was first taken by a

communicator and pastor from Argentina in 2000 and has proved to be a cost-efficient way for WACC to support communication leadership among communicators from the South. Currently working on communication strategies and training with groups that include the government of Trinidad and Tobago, Madonna indicated that the course provided her with skills, practical methodologies and knowledge that have proved invaluable in her daily work. Students undertaking this kind of distance received all course materials by post while tutors provide feedback by e-mail and post.

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 in order to promote gender-sensitive reporting and programming and raise awareness of gender and development.

Media and Gender Monitor is published by the Women's Programme twice a year.



Activities

Achieving Gender Equality: Global Media Monitoring Project 2005

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 decided to coordinate a third GMMP to take place in 2005. The process of planning GMMP was carried out with key groups in each region of the world beginning in May 2003 when WACC held a GMMP consultation meeting in South Africa attended by representatives from Guatemala, Japan, India, South Africa, Namibia, Cameroon, Israel, Canada, Belgium and the UK.

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 the Media Monitoring Project (MMP), South Africa as data analysts.

During early 2004, the monitoring methodology was extensively revised by the GMMP planning committee to better reflect the key global gender and media concerns using feedback from GMMP 2000 and the 2003 consultation meeting. In April of 2004, the methodology was pilot tested in 12 different countries and in response to this, the methodology was further revised. In August 2004, the process of recruiting regional and national co-ordinators for GMMP 2004 began and by the end of the year 103 countries had committed to taking part in this global initiative. The monitoring

materials were translated into French, Spanish and Portuguese and distributed to the GMMP network two months in advance of the international monitoring day which was held on 16th February 2005.

Publications

Two issues of Media and Gender Monitor, which serves as both a resource publication and newsletter, were published and distributed to over 4000 people, including recipients of WACC's newsletter Action, and the Women's Programme networks.

The first, in February 2004, led with an article on the nomination of the Global Media Monitoring Project for the award of 'Most Important Applied/Public Policy Research Programme' of the Feminist Scholarship Division of the International Communication Association. It included a number of articles providing a gender perspective on the World Summit on the Information Society (WSIS) and highlighting WACC's participation in the World Forum on Communication Rights held at WSIS in December 2003.

The second issue in September 2004 marked 10 years since the WACC international conference 'Women Empowering Communication' and featured contributions from leading gender and media activists many of whom first engaged with these issues as a result of the conference.

Networks and Projects

The Women's Programme continued to support awareness raising, training and



Stefania Milan, an intern at WACC, and temporarily responsible for the GMMP website participates in the media monitoring day for 2005.

advocacy efforts by regional and national gender and communication groups and networks.

The EURICOM colloquium is a bi-annual event with each meeting addressing a different communication-related theme. The April 2004 colloquium was dedicated to the topic of censorship and democracy. WACC funded the participation of three women from the Women's Programme network to ensure that, what would otherwise be an almost entirely academic event, benefited from the perspective of activists, from developing countries, working on censorship and democratisation issues from a gender perspective. Isabel Moya, Professor of Gender and Communication at the University of Havana, presented a paper on 'Breaking the Silence: From Gutenberg to Microchips' - an overview of the debates on gender and censorship in the context of globalization, with particular reference to the Cuban situation. Zimbabwean gender and communication consultant, Patricia Made's paper 'Can a Free Media be a Male Domain?' provided an in depth exploration of the mass media and censorship in Southern Africa from a gender perspective and highlighted the importance of media monitoring, with the example of the Gender and Media Baseline Study (based on GMMP), as a tool for challenging the silencing of women's voices in the media. Finally Celia Aldana from the communications NGO and WACC project holder, Calandria in Peru, gave a presentation entitled 'From the Rejection of Media Regulation to the Loss of Democracy' which charted the efforts of the Citizen's Media Watch in Peru to combat media

corruption, arguing that in order to strengthen democracy in Peru, it is necessary to combine the regulation of the media with self-regulation and negotiation with the media.

The Women's Media Centre (WMC) in Cambodia is involved with media monitoring, research and advocacy. In 2004, WMC continued its efforts to improve gender representation in the Cambodian mainstream media, by placing articles addressing gender issues in a leading newspaper each month, whilst continuing the process of dialoguing with journalists as part of its lobbying activities. WMC also organised the second Gender Equality Media Awards, which involves monitoring a number of magazines for their gender portrayal, with an award presented at a high-level ceremony to the media house producing the most gender sensitive content. Lastly, WMC conducted training workshops on gender-sensitive reporting for Cambodian journalists in the capital and those working at the grassroots in seven of the country's rural provinces.

Since it began in April 2001, the e-mail bulletin En la Mira produced by Isis Internacional Chile, has been a vital source of information on gender and communication developments in Latin America for the over 400 individuals and groups in Latin America, the Caribbean, Spain and the USA who receive it. In 2004 eight issues of the e-mail bulletin were published and distributed online. Two special sections were created in the electronic bulletin to provide regular information on the World Summit on the Information Society (WSIS) and the activities



Fred Mwallo, cartoonist and trainer with SAMGI, who worked on building strategic communications capacity of gender activists. Fred passed away on June 5 2005.

developed during 2004 by Latin American and Caribbean NGOs and communication networks, with particular reference to the Communication Rights in the Information Society (CRIS) campaign. The bulletin also contained information on the different preparatory meetings (PrepComs) for WSIS and the activities of the Gender Caucus.

CEM is an Argentinean NGO which aims to study and promote the social condition of women through research, training and community action, and to contribute to the development of public policy and social projects which ensure equal rights and opportunities for women and men. In response to demand, in 2004 CEM created a virtual training course 'Young People and the Media: Proposals and Practice for the Classroom' on CD Rom which was widely distributed. The course analysed the portrayal of men and women in the media and presented the various critical analyses related to this topic found in communication and gender theory.

The Southern African Media and Gender Institute (SAMGI) (formerly Women's Media Watch) conducted a series of training workshops in Kenya, South Africa, Zimbabwe and Ghana, for grassroots media advocates and communicators. The training aimed to build the strategic communications capacity of gender and media activists with a particular focus on how to bring about more informed and gender-sensitive media coverage. WACC funding was directed towards the Ghana workshop.

The Calcutta Research Group (CRG) works to address the lack of gender sensitivity of media reports on conflict and its consequences in humanitarian and human rights terms. CRG began by carrying out a six-month research project on the media representations of women in conflict areas in India and Nepal. This was followed by three 4-month long fellowships (open to both men and women) to research, write and publish three articles each in newspapers and magazines, or other media forums in South Asia on the broad theme of conflict and women's rights. Finally, CRG held a four-day creative media workshop on gender and human rights at which fifteen people were on how to develop a gender perspective for reporting or editing any reports on conflict, or writing creatively.

Results and Analysis

The long-lasting impact of the Global Media Monitoring Project was evident in 2004, with 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. The Media and Gender Monitor has increased its circulation by over 250 and is now sent out to over 4000 people worldwide.



Supinya Klangnarong, WACC scholar who is currently being supported by a WACC advocacy campaign. She is fighting a legal action in Thailand for being reported in a newspaper voicing her opinion.

The projects supported in the regions reflect the Women Programme's own priorities in 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 preparations 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 Advocacy

Background

Advocacy, through the various projects it has supported and the work undertaken by the Global Studies Programme and the Women's Programme, has been a central part of WACC's work since its beginning. This was manifest, for example, through the establishment by WACC of the Black Press Fund in South Africa which supported alternative anti-apartheid press such as The Voice and other grassroots newspapers. WACC was also involved in the New World Information and Communication Order when it decided to republish "Many Voices, One World" which UNESCO had stopped printing

due to the political pressures of the time. WACC followed this commitment by becoming a founding member of the Mac Bride Round Table on Communication which eventually led to the Communication Rights in the Information Society Campaign (CRIS). WACC's role as a leader on communication and gender issues led to the groundbreaking Bangkok conference, a milestone in gender and communication issues which had a direct impact on the Beijing Platform for Action. Beyond these global activities WACC has supported a range of regional and national advocacy programmes.

This activity within WACC, however, was generally undertaken in an ad-hoc manner: there was neither a structured nor systematic approach to advocacy within the organisation nor a wider knowledge or understanding of WACC's role as an advocacy broker.

To address this situation and capitalise on its advocacy capacity, WACC decided in early 2004 to ask the CRIS Coordinator to progressively take on WACC advocacy concerns. Various consultative meetings were organised with staff and WACC regional directors and go ahead was given to implement a more focused advocacy strategy for WACC.

Goals and Objectives

The overall aim of the Advocacy activities is to help ensure that WACC is able to fulfil its "Taking sides" mandate. The objectives are:

- ♦ To be a major agent for change on communication policies
- ♦ To raise awareness around key issues of communication and information
- ♦ To raise WACC's profile through our constituency and our audience

Activities

WACC's strength is grounded in its long-term commitment to communication rights, its experience with communities on the ground and in its research and expertise around communication policies and mechanisms. WACC's advocacy strategy builds on these strengths. It will therefore focus on longer term efforts to shift existing social and political paradigms in the communication realm by:

- ♦ mainstreaming advocacy in WACC's current and future work
- ♦ developing a more intentional approach to bringing an advocacy angle into WACC's activities.

The Communication Rights in the Information Society Campaign (CRIS)

Communications Rights in the Information Society (CRIS) is a campaign launched in 2001 to ensure that communication rights are central to the information society and to the upcoming World Summit to the Information Society (WSIS). The campaign is sponsored and supported by the Platform for Communication Rights, a group of NGOs involved in media and communication projects around the world. WACC has taken a lead role in the WSIS related campaign by

hosting the campaign's secretariat and supporting various initiatives linked to the network. The CRIS campaign has embraced the following activities

The Global Governance Project

"The CRIS Global Governance Project", which began in early 2004, is sponsored by the Ford Foundation. The project's aim is to support:

- ♦ the emergence at national levels of the concept of "communication rights", relating to local needs and dynamics but taking into account global processes and advocacy on governance issues including civil society participation in governance structures,
- ♦ the evolution, refinement and advocacy of the concept of "communication rights" for use by global civil society and in various global governance fora, taking into consideration differing regional and national communication environments.

Advocacy toolkits will be developed to support communication rights activists on the ground in raising awareness and articulating local priorities and activities. This work has so far been undertaken with partners in Africa, Latin America, South-East Asia and Europe.

The CRIS website

In March 2004 the CRIS website was rebuilt and re-launched under the leadership of the Campaign's Coordinator. A contract web editor was hired and the website grew from 6,000 page views per month to 40,000 page views in 9 months, showing the growing interest in the campaign activities and



Supinya Klangnarong at the European Social Forum in London, October 2004.

discourse. The crisinfo.org website is now a key information resource for individuals interested in communication for social justice.

Events and Networking

In August 2004, CRIS, WACC and the Swiss agency Bröt für Alle (BFA) worked in partnership with the Manila based Foundation for Media Alternatives (FMA) to organise a one week South East Asian workshop to explore possibilities and opportunities for regional collaboration on issues related to communication rights. Delegates committed to various on-line activities, specifically around media ownership, freedom of expression, open source software and Internet governance. An active network is now in place in the region which has played a lead role in global solidarity activities around freedom of expression cases in Thailand.

In October 2004, WACC and CRIS were the lead agency in the organisation of communication related side events at the European Social Forum (ESF) in London. In collaboration with IndyMedia UK, Article 19, Association For Progressive Communications (APC), Babels, Community Media Association UK, Computer Aid International, Creative Forum and many more, CRIS organized and took part in a four day event on Media, Culture and Communication Rights. Focusing on the global issues of security and the surveillance state, migration and borders, and the corporatisation of communication spaces and knowledge, the event aimed to find common grounds that link these varied

strands. The aim was to produce vibrant, relevant and powerful campaigns in Europe and to bring together those working at different levels on communication rights - from grassroots activists working on practical projects and street level campaigns, to those engaged in lobbying and advocacy, to researchers and academics. It is now likely that similar cooperation will be repeated during the WSIS phase 2 in Tunis.

This was the first time that WACC and alternative and independent media had come together to cooperate on such an extensive series of events. The process allowed for much learning, particularly in making the discourse of the Information Society more accessible to non-professionals.

Knowledge sharing

In September 2004, CRIS, WACC America Latina and the Methodist University of Sao Paulo launched an online course in Spanish and Portuguese on The Right to Communicate. The WACC/CRIS Advocacy and Network Coordinator was invited to participate both in the development of the curriculum for the course as well as its delivery. This first attempt at an on-line academic programme on communication rights, in both Spanish and Portuguese, attracted 132 participants from all over Latin America. Over 50 participants completed the course and received the diploma. Following a full evaluation, it was agreed to run a second course in September 2005.

Defending Communication Rights in practice: the case of Supinya Klangnarong

On 16 July 2003, the Thai Post newspaper published an article in which Ms Supinya Klangnarong, an ex-WACC scholar and Secretary General of the Campaign for Press and Media Reform (CPMR), observed that the profits of Shin Corp had increased enormously since its founder, Mr Thaksin Shinawatra, had become Prime Minister of Thailand. In the article, Ms Klangnarong pointed out that since Mr Thaksin founded his Thai Rak Thai political party five years earlier, his company's profits had increased four times over, and were projected to increase many times still. She noted that Shin Corp's business interests were all in public communications—mobile phones, satellite transmissions and television—and therefore matters over which there should be public debate. She further claimed that the profits of Shin Corp were being used to support Mr Thaksin's political party.

After the report was released, Shin Corp filed a libel suit for about ten million Thai Baht (US 2,000) against the newspaper and Supinya. In 22 June 2004, the tribunal agreed that the case could proceed to full court. A second suit from Shin Corp followed which seeks compensation amounting to approximately US\$ 9.2 million (400 M Baht) for 'adverse publicity'. Apart from the question of compensation, Ms Klangnarong also risks imprisonment as in Thailand libel is judged under criminal and not civil law.

WACC has been extensively involved in supporting Ms Kangnarong by both

publicising her case as well as using its outreach capacity to put pressure on both Shin Corp and the office of the Prime Minister. In early summer 2004 WACC wrote to the Prime Minister, the Thai Rack Party, the Secretary General of Shin Corp and the Commissioner for Human Rights in Geneva, urging for the case to be dropped. WACC distributed the letter widely and published it on the WACC and the CRIS websites. Supinya herself advised WACC that the Secretary of Shin was very surprised at the level of support and specifically mentioned the WACC letter as the only international network that has spoken out. The letter was printed in the Thai press in early August.

WACC followed up its efforts by encouraging its members and networks to write letters to Thai embassies worldwide and produced press releases in support of the campaign. Messages of support were received from all around the world and both BBC World and Radio France International contacted WACC to set up interviews with Ms Klangnarong in the run up to her court hearing.

Mainstreaming Advocacy in WACC activities:

As part of its commitment to advocacy, a review of the process for screening projects for funding incorporated a new section to help identify projects that would fit within the current advocacy thematic priorities. These included communication rights, democratisation of the media, cultural diversity, monitoring of the media, intellectual property rights and HIV/Aids.



Communications. The revamped WACC website is used by people all over the world, for activism and academic research.

Results and Analysis

Following a more intentional advocacy path has been a steep learning curve for WACC, but one that is already having an impact on the ability of communication professionals and grassroots organisations to have their voices heard and their rights implemented. The support of WACC has been crucial to the success of the CRIS campaign and will continue to be so until the end of the WSIS process in November 2005. This has been manifest in a burgeoning global interest in CRIS activities, the growing demand for CRIS participation in government consultation processes, and the establishment of national chapters in countries such as Bolivia, Colombia, Brazil, USA, Italy. CRIS has thus given WACC the opportunity to work at a local level and lobby at the global level.

Ms Klangnarong's battles in the Thai courts are likely to continue over a long period of time. WACC remains committed to her cause and its leadership in supporting Supinya has been key in building international pressure to see the case dropped.

1.7 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 communication rights 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

Media Development

In 2004 WACC published four issues of its international quarterly journal *Media Development* on the following themes: 'Media reform'; 'Citizenship, identity, media'; 'Communication rights – an unfinished agenda'; and 'Communication today: Old challenges, new realities'. WACC also conducted a readership survey, whose results were largely positive. Critical comments included the suggestions that the journal be provided with a unified image, with more colour and more photos, and the need for shorter articles to be interspersed with longer ones.

Media & Gender Monitor

Two issues of *Media & Gender Monitor* appeared, the first covering the nomination of WACC's Global Media Monitoring Project (GMMP) for an international award, as well as HIV/Aids and gender. The second issue dealt



Die Mauern des Schweigens brechen:
(Breaking Down the Walls of Silence), by
Frank Kürschner-Pelkmann

with Asian strategies for GMMP and preparations for the Beijing +10 review of the Beijing Platform for Action. Both issues contained information and updates on WACC-related projects concerned with gender and communication and other material of interest.

Other publications

Two books were published in the course of the year. *Die Mauern des Schweigens brechen: (Breaking Down the Walls of Silence)*, by Frank Kürschner-Pelkmann was co-published with Theologischer Verlag Zürich as a contribution to greater awareness of WACC among German-speaking peoples. It describes WACC's global programmes and projects, focusing in particular on WACC's theological position and concern for the communication rights of indigenous peoples, women, children, people with disabilities, people with HIV/Aids, migrants and refugees.

The second book, *Virtual Christianity: Potential and Challenge for the Churches*, by Jean-Nicolas Bazin and Jérôme Cottin, was produced in cooperation with WCC Publications, Geneva. The book explores the effect of the emerging Internet culture on Christian churches and the extent to which churches can influence the formation of the "virtual" world, and examines whether it will lead a new form of Christian faith evolving on the web or whether it is simply a fresh means of experiencing Christian traditions.

Media Action

At the end of 2004 the final printed issue of *Action* was distributed. WACC news and information previously printed in *Action* will in future be posted using the website and via electronic mailing lists under the name 'Media Action'. This new name marks the change in the service and becomes more noticeably part of the WACC family of publications prefixed by Media – 'Media Development' and 'Media & Gender Monitor'. Moving to electronic distribution frees-up resources and allows WACC to offer a faster and more frequent news delivery.

Website

In the course of 2004 the WACC website was redesigned to enable people all over the world easily and quickly to access WACC's articles, news and information from any internet browser. From the site people can also request any other information they want from WACC. Visitors to the site come in very appreciable volumes and interact with the site using online forms. Hundreds of people have since requested information, sent news, updated their details for our records, or applied to join WACC. Integration of the website into WACC's contact management system, especially to allow members and subscribers to update their own information directly on our database, will be the next step.



Action number 258 was the final issue of Action to be printed. Further issues will be known using the title Media Action and are being produced and distributed by email and on the WACC website.

Results and Analysis

In 2004 WACC consolidated its position at the crossroads of interaction between 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 information and knowledge more widely available. WACC has also been concerned to place global communications issues on the agenda of international church bodies such as the World Council of Churches, and to get involved in the work of regional church-related bodies concerned with questions of communication.

Increasingly WACC is moving towards the advocacy of issues such as communication rights, gender justice, and cultural diversity. While local communication initiatives and activities will continue to be the bedrock of communication experiences, there is clearly a need for building awareness and influencing policy decisions in many organisations at the global level, from UNESCO to the ITU to the WTO to the G8. WACC cannot do this alone, which merely emphasises the importance of coalitional strategies and working with like-minded social movements.



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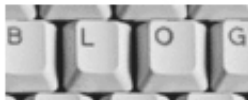
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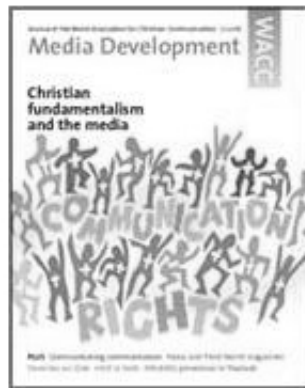
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Welcome to WACC



Click on the cover images to go directly to the most recent issues of our publications.

WACC is a worldwide membership organisation working on media reform and communication for development. WACC affirms that communication creates community, is participatory, leads to liberation, supports and develops culture and is prophetic. Because media monopolies and moguls exercise enormous power over what ordinary citizens read, hear and see... and because media content affects our understandings of life, of truth, of what is right and fair, we believe that people have a right to media accountability, media reform and independent media.

Here you can go read more [about WACC](#), [our projects](#), [our worldwide network](#), you can see how to [get involved](#) and read our [publications](#).

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WACC's new website is now attracting approximately 10,000 visitors a month.

2. REGIONAL ACTIVITIES

The global priorities of WACC are reflected in regional activities which it supports through its regional associations and local project partners.

Regional Associations

WACC's membership is organised in eight regional associations: 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 vary 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 and advising on project and training applications and other areas of WACC activity.



Latin America. A workshop run by CECOPAL, Argentina, as part of the project: Citizen Communication from a Gender Perspective.

An assembly of the African membership of WACC took place in Kampala in March 2004 along with a seminar co-hosted with the Uganda Media Women's Association on "HIV/Aids in Africa and communicating for behaviour change".

In June 2004 WACC's Middle East region held its assembly along with a seminar on "Faith and Co-existence: A Media Approach in Pluralistic Societies." Topics explored include a Middle Eastern perspective on how the media deal with expressions of faith; the search for common denominators in faith and value systems; the image of women in religious media and media contributions to developing a culture of pluralism.

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 four main categories:

Regular Projects

These activities are located mostly in developing countries. Applications were invited for an annual screening that took place during the first half of 2004. The applications were screened first by some of WACC's members in the region where the projects are to be carried out. They were then screened at the Global Office by staff and



Fiji now has a new team of community radio broadcasters following a joint training exercise conducted by WACC partners femLINKpacific: Media Initiatives for Women, in conjunction with the two major women's networks in Fiji. Left, Moushmi hosts Look At My Abilities as part of the training.

officers of WACC's Central Committee for final approval by the full Central Committee. 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) Projects

This programme, co-funded by WACC and EED in Germany, provides support for innovative development-related communication projects in developing countries that can be completed within one year. Proposals were accepted throughout the year.

Critical Situations Fund (CSF) Projects

This programme provides project support for activities promoting communication for reconciliation between communities in countries where significant conflicts have taken place. These projects assist the quest for peace in broken communities. In 2004 the Critical Situation Fund was directed towards projects in Iraq, Rwanda and the Democratic Republic of Congo.

WACC Initiatives

At the request of the Central Committee, the Global Office was asked to develop global initiatives in a number of key areas. Priority was given to stigma and discrimination around HIV/Aids. In 2004, in consultation with a number of overseas partners a project proposal was developed to tackle stigma and discrimination in the wider faith community. The proposal was submitted to a number of agencies for funding

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:

Africa

Supporting communication efforts related to stemming the tide of HIV/Aids, reconciliation in areas of conflict, training and capacity building and women's human rights.

Asia

Communication for conflict resolution and reconciliation, advancing the cause of marginalised groups living in poverty, and media training.



Pacific.: Communication skills training for citizenship and community-building in Fiji with FemLinkPacific.

Caribbean

Communication rights, democratisation of media and training.

Latin America

Communication rights and the democratisation of communication is a key concern, along with communication and marginalised communities, and women and media.

Middle East

Promoting reconciliation, unity and peaceful co-existence and the advancement of the rights of women and children and other marginalised groups.

Pacific

Communication skills training for citizenship and community-building, and promoting awareness about human rights.

Number of Projects Supported in 2004

Region	Regular	DIP	CSF	Total
Africa	11	7	2	20
Asia	9	6	0	15
Caribbean	1	3	0	4
Europe	1	0	0	1
Latin America	7	12	0	19
Middle East	6	4	1	11
Pacific	2	2	0	4
Total	37	34	3	74

During 2004, WACC supported 74 projects in 44 countries as detailed below. Five other

approved projects did not receive support. In one case this was due to developments in the organisation proposing the project.

Africa

20 approved / 20 funded in 13 countries Burkina Faso (2), Democratic Republic of Congo, Ghana, Kenya (3) , Lesotho, Rwanda, Senegal, South Africa (4) , Swaziland, Tanzania, Togo (2), Uganda, Zimbabwe

Asia

16 approved / 15 funded in 7 countries Bangladesh, India (6), Indonesia, Pakistan, Nepal (regional), Philippines (4), Thailand

Caribbean

4 approved / 4 funded in 4 countries Haiti, Jamaica, Trinidad and Tobago. A fourth project will start in 2005 in St Lucia.

Europe

1 approved / 1 funded Poland (regional)

Latin America

19 approved / 19 funded in 11 countries Argentina (2), Bolivia, Brazil (4), Chile (4), Colombia, Ecuador, El Salvador, Guatemala (2), Mexico, Paraguay, Peru

Middle East

15 approved / 11 funded in 6 countries Egypt (4), Israel, Lebanon (5 including project taking place in Iraq/Syria), Palestinian Authority area.

Pacific

4 approved / 4 funded in 2 countries Fiji (3 including 2 regional projects), Papua New Guinea



HIV/Aids. WACC-Africa Region continued implementing its communication strategy for behaviour change in different countries.

Activities and Results

2.1 Africa

Activities

In 2004, 20 projects were approved and implemented in 12 different countries. Only 2 projects involved more than one country: the WACC-AR Africa Region project on Aids and Communication for Behaviour Change; and the Department of Publications and Research of the All Africa Conference of Churches for Christian Publishing Houses and Booksellers. All other projects were carried out at country level. Besides HIV/Aids, the 13 projects also addressed the issues of conflict resolution and reconciliation, women empowerment, training and capacity building.

Highlights

a. HIV/Aids

WACC-Africa Region continued implementing its communication strategy for behaviour change in different countries. In March in collaboration with **Uganda** Media Women's Association a seminar was organised on communication for behaviour change in the context of HIV/Aids. The event was attended by at least 40 participants from nine African countries. - mostly church communicators, but also secular journalists, people living with and affected by HIV/Aids and members of partner organisations. A communiqué was issued highlighting the fact that most campaign messages currently in vogue in many African countries tend to stigmatise persons living with HIV/Aids. It pointed out

the need to evolve campaign messages that give hope and that address not only the prevention, but also the management of HIV/Aids. The communiqué urged faith-based organisations to give more time to teaching on HIV/Aids, particularly from the pulpit, and stated that persons within the church living with HIV/Aids should be recognised and supported to prevent stigmatisation.

In December, WACC-AR conducted a training workshop for journalists/communicators, pastors and other church workers in **Rwanda** on how to use communication tools in the fight against HIV/Aids. The local host was the Centre for Documentation and Training, a Presbyterian centre but ecumenical in its outreach, and a partner in the WACC Global HIV/Aids Initiative. The workshop addressed a number of projects including the process of communication for behaviour change; the role of Rwandan culture in fighting HIV/Aids; the role of the church in the fight against HIV/Aids; and values, practices, traditional customs and religious beliefs that foster stigmatisation and discrimination.

In **Kenya**, WACC supported the Interlink Rural Information Service (IRIS) in their initiative to develop and use communication skills and expertise to fight HIV/Aids stigma and discrimination directed at people living with and affected by HIV/Aids, particularly those in poor urban settlements and rural areas. IRIS also focused on the needs of older people who are generally viewed to be sexually inactive and thus in no need of advice. IRIS conveyed its messages through radio programmes, features, posters, among others.



HIV positive Anglican priest Gideon Byamugisha speaking at a WACC meeting in Uganda.

b. Gender: Women's Rights

In the **Democratic Republic of the Congo (DRC)**, the Mouvement International des Femmes pour la Démocratie et le Développement en RDC (MIFED) organised two workshops in Lubumbashi and Kinshasa for journalists, church leaders, teachers, women leaders and young people on the effects of war and conflict and how to work for peace. Afterwards, MIFED produced 4 radio and 12 TV programmes on peace-building and conflict resolution which focused on the views of women and young people.

In **Tanzania**, GRAFCA continued to produce and publish 'PARAPANDA', a women's newspaper published in Swahili, covering women-related issues such as domestic violence, health, social taboos, income-generating activities, participation in decision-making and HIV/Aids. Following the evaluation carried out on the relevance and impact of PARAPANDA, it was recommended that the paper, which has proved to be a real advocacy voice for the rural women in Tanzania, be supported for a further year.

In **Togo**, Women in Law and Development in Africa (WILDAF) increased the circulation of its quarterly bi-lingual (French and English) newsletter across the sub-region, particularly to women's groups who cannot access it electronically. The same newsletter was available on the WILDAF website which was redesigned and made more interactive through the WACC grant. As a result, WILDAF is now more visible and widely used and cited by other websites interested in women issues, especially legal issues.

Also in **Togo**, La Colombe (The Dove) conducted training seminars for village leaders and school principals from 21 villages and 52 schools in the south east of the country, to make them aware of the various causes and forms of violence experienced by women. La Colombe produced sensitisation materials (1000 posters, 1200 booklets) that were used as training manuals. These were also distributed to various other groups, including embassies, UN agencies, government sectors, national and international NGOs interested in women issues, and the private sector. In addition, La Colombe produced radio programmes about violence experienced by women that were broadcast on two rural radios (Radio Citadelle de Vogan & Radio Voix de Vo) and which attracted a wide audience. La Colombe is proposing to follow up the issue in 2005.

In **Uganda**, in its efforts to develop a media strategy on human rights with a special emphasis on women's rights, the Uganda Media Women Association (UMWA) organised training sessions on human rights abuse and observance and their implications for society's development. The topics tackled during the training were also addressed on radio these included: defining and situating human rights in Uganda, women's rights and the constitutional provisions for them, human rights abuses against vulnerable people (disabled, orphans, people living with HIV/Aids and refugees, etc). human rights abuses in conflict zones, and sex and gender-based violence.



Journalists struggle to interview a former minister, media in Kenya has been perceived as vibrant area of growth with the introduction of community radio stations - enabling an environment of press freedom in Kenya, bringing development and showing the diverse cultural values of the tribes in Kenya. This image, by Frerick Omondi, Kenya, won first prize in this years photographic competition.

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 2004 the **Uganda** Media Women's Association, whose work is referred to above, broadcast most of its findings on human rights abuse in the country and possible ways of addressing some of the issues on the radio. In the **Democratic Republic of the Congo**, the Mouvement International des Femmes pour la Démocratie et le Développement en RDC (MIFED) was instrumental in directing attention to the impact of war and conflict on women and young people.

MediaWorks, In **South Africa**, continued its Prisons Media Programme which involves training prisoners in different media skills, e.g. low-tech media production, art design, drawing and painting skills, etc. The training was conducted both for female and male prisoners at three prisons. The training prepared the inmates for information sharing and job acquisition once released.

In **Swaziland**, Deaf Power Productions (DPP) produced a Sign Language film, entitled 'Silent Victim' telling the story of a young deaf schoolgirl who suffered discrimination in her class because of her deafness. In the film she questions her friends about their reactions to her disability. The film, which was widely distributed to schools throughout Swaziland, has been submitted to SWAZI TV for broadcast and will, it is hoped be screened at various film festivals.

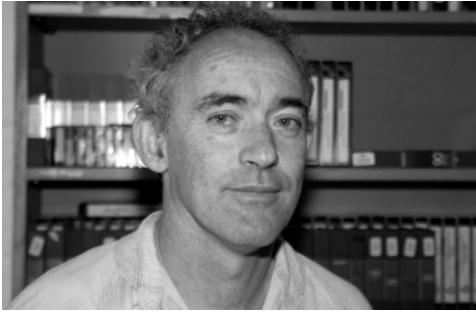
d. Communication Training

At least six projects involving communication training were planned for 2004, though one, in **Togo** was deferred due to political unrest in the country: In **Burkina Faso**, TELE-VIE-DEO, an issue based video production organisation, acquired equipment to carry out a programme of 'Training Trainers' in video production and other audio-visual skills. The objective of the training workshop, in which 22 candidates participated, was to increase the local capacity to produce culturally relevant educational television programmes for Francophone Africa.

Also in **Burkina Faso**, Radio Evangile Développement (RED) organised a training seminar for radio journalists, pastors and young people from different churches in the country. The training covered topics like Radio techniques, journalistic writing and sound engineering and maintenance.

The Council of NGOs (LCN) in **Lesotho** embarked on a series of media workshops aimed at training different NGOs (all members of the Council), on dealing with media, writing articles and producing professional newsletters. The participants were drawn from NGOs concerned with youth, women, paralegals, disabled people, farmers and the churches.

The Gender and Development Unit of the Association of the Environment and Development of the Third World (ENDA/SYNFEV) based in **Senegal**, organised a workshop to sensitise policy-makers from the public and private sectors, civil society, media and women's groups on gender and



Mark Kaplan of Grey Matter, South Africa, producer of the documentary on reconciliation 'Between Joyce and Remembrance'.

the digital divide. 80 people attended and the outcome was the publication of a document in French for gender advocacy in ICTs to be distributed and used widely throughout Francophone Africa.

In **Zimbabwe**, the Ecumenical Documentation and Information Centre for Southern Africa (EDICISA) organised training workshops for church and national council communicators in Southern Africa on how to do reportage on specific and relevant topics like HIV/Aids, emergencies, land issues, elections, and peace and conflict resolution with special focus on advocacy.

e. Trade and Economic Justice

The Christian Partners Development Agency (CPDA) continued its efforts of articulating and disseminating messages from various campaigns on debt cancellation in **Kenya**. CPDA used stickers, posters and banners and published a quarterly newsletter. CPDA documented and monitored the depth and breadth of media coverage of debt issues, using checklists and other tools.

f. Peace and Reconciliation

South Africa's Institute for Justice and Reconciliation (IJR) produced a journalists' manual for reporting truth and reconciliation commissions. Copies of the manual have been and will be disseminated to a range of stakeholders and role-players in transitional societies across Africa, with whom IJR has developed working relationships. These include the Truth and Reconciliation Commission in the Democratic Republic of the Congo, the National Compensation

Tribunal in Malawi as well as the Special Court for Sierra Leone'. IJR also has a distribution network across the conflict zones of Africa.

Grey Matter Media from South Africa produced a documentary film called 'Between Joyce and Remembrance' as a contribution to the country's continuing efforts at reconciliation which illustrates the fragile limits of the new democracy. The film was constructed around a combination of evocative dramatic reconstructions, sensitive interviews and archive footage. The film is sufficiently nuanced to point to the complexities of confronting South Africa's divided past and stimulates dialogue and debate among viewers for a peaceful future.

Results and Analysis

Though a number of project holders faced challenges in implementing their programmes as a result of financial pressures or changing political circumstances, the majority of projects went ahead as planned. Some are still on going and many deal with issues in which their impact may only be measured in the longer term. This is especially the case with those projects on stigma and discrimination around HIV/Aids. Nonetheless, a number of projects through their evaluations have demonstrated positive results and immediate impact. Particular mention must be made of the manual for journalists covering truth and reconciliation commissions; the changing perceptions of disabled among young people in Swaziland; the impact on policy makers of the manual on gender and ICTs produced by ENDA in Senegal; the opportunities now open



The Basic Training in Journalism course run by BCDJC was aimed at getting Chittagong into the news.

for ex prisoners in South Africa with the skills they have received through the efforts of Media Works in South Africa and finally greater awareness of gender based violence among village leaders and school principals in south east Togo.

2.2 Asia

Activities

Sixteen projects from nine countries in the Asia region were approved in 2004. The Region continues to focus on marginalised groups and issues of poverty, redefining the role of communication in theological education, pursuing conflict resolution through interfaith dialogue and seeking reconciliation and peace with justice.

Highlights

a. Marginalised Communities

In Dhaka, capital of **Bangladesh**, the Centre for Development Journalism and Communication (BCDJC), gathered 27 editors, executive editors, assistant editors and national page editors from the country's leading newspapers in a national colloquium in May to discuss the under-representation of the marginalised indigenous communities in the media. The occasion was a dialogue between the news 'gatekeepers' and the newly-formed NGO alliance activist group. Earlier in the year BCDJC had forged an alliance with three groups who work for indigenous people to implement the project "Enhancing News Access for Indigenous Communities". The groups were the

Bandarbans-based TOYMU, that works for the ultra-poor people in Chittagong, the Khagrachari-based Zabarang Kalyan Samity, an advocacy NGO for community development, and the Rangamati-based Centre for Indigenous Peoples Development, for socio-economic, cultural and environmental development of indigenous communities.

On another occasion, 18 young Bengalis, including five women, from Rangamati, Khagrachari and Bandarbans attended a two-week training on fundamentals of journalism. This was part of the BCDJC's follow-up programme in which indigenous journalists would be trained to cover their own stories in mainline news media in Bangladesh.

In **India**, a similar programme was launched by the Hindi Theological Literature Committee (HTLC). Two training workshops were held for indigenous tribal journalists. The first, in Bhopal, was devoted to the theme "Give Voice to the Voiceless". Twenty-five journalists attended, representing the ethnic groups of Bhils and Gonds many from districts disrupted by fundamentalist violence. The second workshop on multi media training was held in Ranchi (Jharkhand) for more than 100 participants, including students and teachers from North Indian Theological College.

b. Peace and Reconciliation

The Village Reconstruction and Development Project (VDRP) in Salem, south India, launched a "Campaign Against Atrocities on Tribals". The peace movement helped the downtrodden Adivasis who were attacked and



Moro Human Rights Centre Director Erwin Gaerlan talks on tribal rights in the Philippines. WACC supported training for Moro tribal people to train in use of the internet.

killed in various districts in Tamilnadu. VRDP conducted awareness building through workshops/seminars, cultural activities, campaigns and leadership training. A district level workshop led to a campaign that involved 15,300 participants. A one-day state-level workshop saw about 80 elected members of the Adivasis Panchayat attend. A five-day cultural programme that addressed the issue of atrocities against tribals through drama attracted audiences of 10,000 or more.

c. Communications Training

The Church of North **India** through its Human Potential Development Programme (CNI-HPDP) organised a series of training programmes to enhance the capacity of more than 25 NGOs, social action groups, churches and church-related organisations in using new computer technology to promote communal peace and harmony. The project “New Media Training for Peace, Communal Harmony” focussed on 30 participants and gave them training in information technology and the use of IT for advocacy and networking.

In the **Philippines**, an NGO, VQX SIGNVS Web Development (VSWD) conducted a one-year training for 60 Moro tribal members in Metro Manila on the use of the internet and web design and maintenance.

d. Communication and Religion

The Asia Regional Association of WACC (AR-WACC) organised a four-day sub-regional consultation in Kathmandu, Nepal on “Stereotypical Images of Other Faiths in the Media”. It was attended by twenty five

theologians, church leaders, mainline media professionals, and media practitioners from different faith backgrounds – Buddhism, Hindu, Islam, and Christianity. - from Bangladesh, Bhutan, India, Pakistan, Myanmar, Nepal, and the United Kingdom. The group examined how faiths were portrayed in the media, particularly the church media, and the extent to which misrepresentation could sometimes lead to violence.

Results and Analysis

Advocacy is key to most of the communication and development activities in Asia. Campaigns and training have empowered the poor and marginalised and brought their plight to the attention of the wider public. With its focus on advocacy, for example, the VRDP project has led to a new tribal national policy which puts Adivasis at the centre of decision making on issues affecting their communities.

2.3 Caribbean

Activities

The Caribbean Region supports forms of communication that preserve, reinforce and give prominence to the region’s cultural realities and traditions and encourage local production. In so doing WACC gives preference to communication programmes and projects that seek to address some of the socio political issues affecting the region: violence, lack of information from non USA-dominated media sources, unemployment, etc.



Haiti is a country in seemingly endless turmoil. But despite this Medialternatif has implemented the project Ayiti Alternatif.

Pictured is rebel Leader Guy Philippe who led the violent rebellion which saw Jean-Bertrand Aristide resign the Presidency and flee into exile. From a report in Media Action

At the 2002 Regional Assembly WACC-Caribe determined that its strategic objective within the region is to facilitate and sustain programmes which:

- ♦ promote people's right to communicate, to engage in the communication processes and have access to, and use of, the various traditional and modern information and communication technologies;
- ♦ create greater access to all information and communication technologies;
- ♦ develop a culture of communication and networking among its members;
- ♦ share and disseminate information across the linguistic divide by making use of ICTs;
- ♦ promote and share a Caribbean world view and Caribbean culture.

These priorities and aims were re-affirmed when the regional association executive met in June 2004.

Four projects were approved in Haiti, Jamaica, Trinidad and Tobago and St Lucia. Commencement of the St Lucian project was delayed until 2005.

Highlights

a. Communication Rights

At the 2003 meeting of the Regional Association it was noted that the notion of communication rights across the Caribbean was varied and often only seen in terms of access to technology. As a follow up to this meeting and in an endeavour to increase both the understanding of the concept of communication rights and the strength of Caribbean civil society, the Caribbean Regional Association organised a second

encounter on the communication rights of Caribbean people. This took place in Jamaica in June 2004 with the support of the Caribbean Institute of Media and Communication (CARIMAC) of the University of the West Indies, and the Fundación Acceso of Costa Rica.

In **Haiti**, the activities of the Group Medialternatif can also be seen as part of the struggle for democratisation of the media and communication rights.

b. Communication Training

The Broadcasting Commission of **Jamaica** and the Caribbean Broadcasting Union with the support of WACC continued to develop training programmes on the application of Content Standards Codes for media professionals. Interim reports have indicated that the process of consultation and syllabus development is well underway with the groups of future trainers of trainers already identified.

Results and Analysis

Due to the constant political upheavals in the Caribbean island of Haiti great difficulties have been reported by Medialternatif in the implementation of the project Ayiti Alternatif 2004. However, despite the interruptions due to the situation in Haiti the group was able to launch the project which is due to finish in August 2005.

Although it is far too early to assess properly the impact of the training programme for media professionals in Jamaica the group's report indicate that a number of key players



Participants from Italy joined this years monitoring day for GMMP.

and stakeholders have become engaged with the programme. These include journalists from Jamaica's two most important newspapers, communication NGOs representatives, academics and students from the Caribbean Institute of Media and Communication, the Caribbean's foremost training institution for communicators, cinema exhibitors, private broadcasters as well as representatives of the entertainment and leisure industries. All of these are key players if the plans to implement a Standards Code in relation to children are to be a success.

As a result of the activities undertaken in 2004 by the WACC-Caribe seminar mentioned above, a Virtual Community for the Caribbean bringing together professional and grass-root communicators from all linguistic areas of the region is to be launched in the latter part of 2005. This has been seen as the best and most appropriate strategy to make WACC-Caribe more visible and to overcome the Caribbean fragmentation and isolation and to promote the use of new technologies and the Internet as tools for progressive social transformation and change.

2.4 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 communication, study and evaluate critically the social and ethical impact of communication towards the development of a just, equitable and peaceful society,

cooperate with other European ecumenical organisations in the field of communication and provide the means for consultation and cooperation among peoples of different faiths and between Christian and secular groups. Activities in 2004 largely focused on two areas: communication, religion and ecumenism and cultural diversity.

Highlights

a. Communication, Religion and Ecumenism

Held for the first time in Eastern Europe (Warsaw, **Poland**, 11-16 May 2004), the international jury of the European Television Festival of Religious Programmes watched 42 programmes selected from among 147 originating in 17 different countries. The festival accepted entries in five categories: documentaries & current affairs; magazine programmes & features; reflection & Meditation; entertainment; children & youth. Two prizes were awarded in the first category: 'A Cry in the Silence' (Poland) about refugees in Sudan, and 'Culture Shock' (Denmark) about a clash of cultures. Norway's talk show 'Styrk Live' won the magazine category, examining the question of whether religion rules people's sex lives. Britain's 'The Crucified King', on the life of Martin Luther King, was chosen as the best in the reflection category, and the Danish serial 'Jesus and Josephine' was considered best in the children category. Organisers expressed concern about quality in some productions and that the entry criteria should be reviewed to make them more rigorous. A seminar on Orthodox iconography and modern film culture was organised by



Europe. This year was the first year for many eastern european countries to participate in GMMP. A group engaged in monitoring in Turkey is pictured.

Interfilm in October 2004 at the Orthodox Academy of Crete with the moral and financial support of WACC. According to one film critic, 'Film seminars don't get much better than this!' (Ronald Holloway). The seminar opened with a screening – fittingly – of Andrei Tarkovsky's 'Andrei Rublev', followed by an open discussion led by theologian Hans-Werner Dannowski.

This was followed by an 'Introduction to the Icon Universe – Theology, Culture, Painting' by Grigorios Larentzakis, a Greek Orthodox scholar. Screenings of the reconstructed version of 'Bezhin Meadow', directed by Sergei Eisenstein, Peter Greenaway's 'The Draughtsman's Contract', Tengiz Abuladze's 'Repentance', and Theo Angelopoulos's 'The Weeping Meadow' allowed participants to discuss in depth the spiritual and transcendental dimensions of the visual arts. In addition, Interfilm, supported by WACC, was present at the leading film festivals of **Berlin, Cannes, Locarno and Montreal**, providing ecumenical juries and awarding prizes. It also worked with the Templeton European Film Prize to give its 2004 award to 'Yasmin', by British director Kenny Glanaan.

b. Cultural Diversity

The Prix Europa (15-17 October 2004) organised a three-day conference on the subject of 'Borders: Cultures, religions and media'. It focused on Europe as an entity and offered examples from different regions from Latvia to Catalonia. It also discussed the role of television in inter-religious dialogue, and in cooperation with the European Broadcasting Union discussed 'Religion on the Screen'. The Vice-President of ERA-

WACC, Juha Rajamäki, was among several WACC-related participants.

Results and analysis

Europe is a continent of great economic diversity, between countries and within countries (wealthy countries for the most part in the West and impoverished countries in Central and Eastern Europe). At the same time there is increasing social and cultural uncertainty. A difficult process of reunification is underway (in a short time the European Union will be open to other countries of Central and Eastern Europe) and problems of exclusion and xenophobia are beginning to impact on people everywhere.

In this context, ERA-WACC has an important role to play in contributing to the creation of an information and communication society that is open and tolerant. Resolving political and socio-cultural questions in the 'new Europe' can only be made easier by increased religious understanding and constructive dialogue.

ERA-WACC will continue in its efforts to promote communication rights and dialogue through its religious TV festival, radio training workshops and other initiatives. It will encourage greater diversity and spirituality, strengthen its common purpose with ecumenical bodies like the Council of European Churches (CEC), SIGNIS, and sister organizations like the Communication Committee of Lutheran Minority Churches in Europe (KALME), and the European Christian Internet Conference (ECIC).



Latin America. Part of a workshop being run by La Semilla, Peru, on the development of communication skills and experience among boys and girls and adolescents.

2.5 Latin America

Activities

The Latin America Regional Association's goals and objectives reflect the contrasts and contradictions of the continent where, as the UN notes, the gap between rich and poor is greater than anywhere else on the planet. Latin America is a continent which has traditionally been characterised by dictatorial regimes and entrenched ruling parties, where extreme human rights abuses were part of daily life and political systems have not been able to dismantle a deeply entrenched culture of violence.

Although the last ten years has seen many changes particularly in the widespread reassertion of democratic rule, a 2004 United Nations sponsored survey in 18 countries showed that, if given the choice, 56% of Latin Americans believed that economic progress was more important than democracy which they claimed has yet to satisfy their political, social and economic aspirations. The reasons for this widely held view are what some describe as the 'capital sins' that debilitate Latin American democracies: deficits of social and political citizenship, the failure of economic reforms to address the increasing economic inequality in the region; the weakening of the State; the consolidation and growth of economic power groups which control most of the region's mass media and which function as powerful lobbies for their own interests. Democratic elections have not produced the minimum fruits of good governance demanded these days even by the World Bank and the International Monetary Fund: basic healthcare and

education, the rule of law, and citizen security. Within this context it is not surprising that issues of communication and citizenship, social participation and empowering marginalised groups through communication are at the core of the majority of the projects and activities in Latin America.

Among the challenges WACC members faced in 2004 as they tried to discern their task as a movement of Christian, secular and popular communicators in Latin America was the need to respond to a number of key questions. What, for example, should be the role of communicators in strengthening democratic structures and institutions so that they are transparent, effective and responsive to popular demands for accountability, real participation and economic and social security? How can the churches become spaces for restoring hope and unity in this fragmented time? How can the media come to celebrate diversity and challenge tyranny in a globalized world mesmerised by titillation?

During 2004, a total of nineteen projects were supported in eleven countries of the Latin American region. The vast majority of these new initiatives focused on marginalised communities, gender and communication rights. As is so often the case many of the projects involved aspects of all three areas.

Highlights

a. Communication Rights

Communication Rights and the democratisation of communications in the region continued to be central and was the



Latin America. Part of a workshop being run by La Semilla, Peru, on the development of communication skills and experience among boys and girls and adolescents.

aim of two projects undertaken by groups in **Argentina** which sought to facilitate for a second year running the placement of indigenous issues on the national agenda. In **Brazil** WACC supported the provision of audio-visual skills to Afro-Brazilian youngsters to enable them to produce their own materials and articulate their own communal needs to the larger society. In **Peru** WACC collaborated with an NGO working with adolescents to help them produce a weekly radio programme on the rights of children whilst in **Mexico** WACC partnered with a group engaged in the defence of communicators facing harassment and intimidation by the authorities.

In Latin America the regional association joined forces with the Methodist University of Sao Paulo (UMESP) **Brazil** to organise the first ever on-line course on “Communication Rights – Basic Concepts” in the region. Of the 132 communicators who originally enrolled, 60 completed the course. This experience provided valuable insights and clearly highlighted the need for communicators to reflect and expand the definition of communication rights beyond the concept of freedom of expression. Building on this first experience the regional association will repeat the course in partnership with the UMESP in 2005.

b. Marginalised Communities

Many of the projects dealing with communication rights also deal with marginalised communities. Such is the case of a project supported in Argentina which aimed at a better and fairer representation of indigenous people in the media. Another

project in the same country dealt with use of communication to transmit life-saving health and nutrition information to the M’Bya Guaraní people in the north of Argentina.

c. Gender

A number of initiatives on women and media were supported in **Brazil, Chile, Colombia, Guatemala, Paraguay and Uruguay**, including research into best practices among six Latin American radio stations run by women’s groups. Once again project themes crossover and several projects supported were with marginalised women such as indigenous women in Guatemala, displaced women in Colombia and women serving custodial sentences in Paraguay.

Results and Analysis

The success of the on-line course on communication rights and WACC’s partnership with the Methodist University of Sao Paulo has led the regional association to explore the potential for similar arrangements with other institutions and to repeat the programme in 2005.

In **Paraguay** the group FM Trinidad reported that its WACC supported project ‘Voices of Hope’ was implemented successfully despite the restrictions and difficulties faced when trying to implement activities in a state prison for women. This highly innovative project led by a WACC member managed to broadcast weekly for two hours each Monday from inside a women’s prison and used communication as a tool for rehabilitation for women prisoners. The project holder reported that the socio-cultural activities



Middle East. On the set of Treasure Valley, a production of Sat-7, a TV production where able-bodied and disabled children are filmed interacting naturally together during the game show.

promoted through the radio programmes facilitated the 'opening up' and 'a willingness to participate' among many in the prison population who hitherto had expressed indifference towards such initiatives.

Participation in group discussion organised by social workers and supported by the communications team facilitated the assimilation of criteria for conflict resolution while at the same time helped to define the contents of the programming.

In **Chile**, the group Educación y Comunicaciones, ECO, with the support of WACC engaged in a project to systemise and evaluate five communication experiences which had been supported by WACC in the last seven years. The final report, to be published as a manual for grassroots groups stated that this work had aimed at "systematising the contribution made by grassroots groups in the field of communication, the distinct use of the means of communication and the participation of the community in the production of communicational activities". For WACC, and others who work in communication, the report clearly established the relationship that is possible between communication and community development in the South.

2.6 Middle East

Activities

In 2004, 11 projects were implemented in the Middle East Region of WACC (WACC-ME). The projects largely focused on gender, marginalised communities, women and peace and reconciliation. A number of the projects were orientated towards the region

whilst the bulk dealt with issues specific to a particular country.

a. Marginalised Communities

The regional office of WACC in collaboration with the global office organised a Forum for Development, Culture and Dialogue to discuss media representation of refugees and displaced people, especially women. Participants, both men and women, came from five different countries in the region including those living in camps. The event addressed the issues faced by refugees and how they feature in the media. The aim of the meeting was to lobby the media on their representation of refugees and internally displaced people (IDP).

Telecine International (TCI) based in Cairo, **Egypt**, translated its popular children's TV programme "We are one" into a sign language series to meet the needs of deaf and mute children. In consultation with leading sign language experts it was agreed to adopt the most common Egyptian Arabic sign language so that deaf children from other middle east countries would be able to understand the programmes. The editing was completed towards the end of September and the distribution to different TV stations is planned to start in early in 2005 (DVD available).

In **Syria** and **Iraq** the Fondation Grain de Blé (FBG) started organising a series of cultural animation programmes for disadvantaged children including street children and those displaced by the war in Iraq, through theatre/drama, music and dance, puppetry and story-telling. The programmes contained



Middle East. Dan Seltzer won a runner up prize in the WACC photo competition with this image. "The coverage of 'dramatic' actions is part of everyday reality for people in the area of the 'fence'. Soldiers are nearby ready to shoot at the demonstrators and the press."

messages of forgiveness, reconciliation, love and caring for each other and the need to protect the environment. FGB also organised training workshops for people working with children - youth workers, Sunday school teachers and parents and other volunteers - in drama skills, basic child psychology and communication skills including puppetry. As part of the project, children have access to books, magazines and video programmes.

b. Peace and Reconciliation

At the regional conference on "Media Approach to Expressions of Faith" media professionals, Church and Muslim leaders, and lay people were invited to discuss the role of the media in forming partnerships of faith in a religiously pluralistic society. The event took place in Amman, **Jordan** and at least 30 people attended. During the event, WACC-ME officers and WACC staff met the Minister of Information, and discussed with her the new media reform in Jordan.

The Coptic Evangelical Office for Social Service (CEOSS), **Egypt**, initiated a project on Arab Perspectives in International Discourse through its Publishing/Communication House - Dar El Thaqafa (DET). The aim of the project was to identify and develop ways to correct misconceptions and misunderstandings around issues of concern in Egypt and more broadly in the Middle East. The core of the project involved the production of video documentaries which, it is hoped, will eventually be broadcast by leading European TV stations.

'Hazihi Kanisati' ('This is my Church') is a TV programme produced by Télé-Lumière in

Lebanon, the only national Christian TV station in the region, which describes and compares the different churches in the region and provides space for comment and discussions. In this way it is hoped that there will be greater mutual understanding among the various denominations. The churches covered so far have included the Maronite Church, the Greek Catholic Melchite Church, the Chaldean Catholic Church, the Syriac Catholic or Syriac Orthodox Church and the Assyrian Church.

A workshop on the Role of the Media in Encouraging Coexistence was organised by the AFAQ magazine for mass media people in the **Lebanon** to discuss the importance of religious and confessional pluralism and their implications for democracy, human rights, equality and national unity.

A conference on 'Diversity and Unity: the Alternative to Violence' organised by the Al-Liqa Centre for Religious and Heritage Studies, in **Palestine** covered issues such as pluralism and democracy, human rights and religious dialogue with a special emphasis on fundamentalism, radicalism and fanaticism, etc.

Results

Many of the projects planned for 2004 have still to be completed, particularly those involving TV or radio and therefore at this stage it is not possible to assess their impact.

A number of projects, however, had very positive outcomes. The regional conference on Media Approach to Expressions of Faith led to discussions with senior ministers and



Pacific. Akuila Yabaki of the Citizens' Constitutional Reform, supported by WACC to promote understanding of the constitution in post-coup Fiji.

officials on media reform in Jordan which have been followed up by WACC Middle East. The workshop on media representation of refugees and displaced persons concluded with a resolution to be more positive and inclusive when addressing issues relating to refugees. TCI's children's TV programme 'We are One' was broadcast on SAT-7 and other satellite stations in Egypt.

Unfortunately the project from The Lebanese Council to Resist Violence Against Women (LECORVAW) on training TV journalists on gender based violence was deferred due to changes in the organisation.

2.7 Pacific

Activities

Training in writing skills for the predominantly oral community in the South Pacific and promotion of awareness of human rights dominated project activities in 2004.

a. Peace and Reconciliation

The Pacific Theological College (PTC) launched the first of a two-year project on story-telling and book publishing entitled "Inspirational Story-telling". Workshops for potential writers from **New Caledonia, Fiji, Solomon Islands, Bougainville and Samoa** who would then collect and write real life stories of conflict and reconciliation, were organised. These were then published in English and French and widely distributed. In Fiji, the Citizens' Constitutional Forum (CCF) organised three workshops on human rights in an attempt to raise awareness about the need to understand the constitution in the

post-2000 coup Fiji. The workshops were organised on the premise that reconciliation can only be achieved in a multi-ethnic and multi religious country such as Fiji when the rights of citizens are made more explicit and better understood. The workshops targeted religious leaders of all faiths.

b. Communication Training

The "Writers' Skills Seminar" project by SPATS, the regional umbrella body of theological education, continued its third year of training in writing skills for seminarians from five colleges in **Vanuatu, Solomon Islands, New Caledonia, Kiribati, Cook Islands, Marshall Islands and Tahiti.**

Results

The printing and distribution of storybooks on reconciliation is a direct result of the PTC project. Writers who were trained have become long-term assets in prolonging the process of sharing experiences and knowledge as they continue to write stories for the benefit of their communities. At this stage it is difficult to determine the impact of the CCF workshops on the process of healing and generating better understanding between the various religious and ethnic groups. It is hoped, however, that by speaking out workshop participants will begin to set the agenda for change.

3. EVALUATION

Evaluation ideally should not only aim to assess or prove the value of a set of activities, but should also help to improve the way that a programme, project or organisation works. In this way it becomes a learning tool enabling people to learn from their experience and others' experience. To be useful in this way, evaluation is best undertaken not as an event tacked on to the end of a project, but as something incorporated into planning and management from the outset.

WACC encourages and expects all its project partners to include some form of evaluation in their project plans. All potential project partners are required to explain their evaluation plans as part of the project proposal. 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 of the evaluation team.

Evaluation is a subject of growing interest and importance within WACC. During 2004, WACC's Regional Development Sector began a comprehensive review and revision of its project application, screening and reporting procedures. Part of this exercise was intended to encourage project applicants to

articulate more clearly the intended outcomes of their project in the hope that this would be of use in ongoing and endpoint evaluation. This revision continues into 2005. Also during the later part of 2004, WACC began work on designing a more robust internal system to collect information about the outcomes and results of some of its programme/project work in a more methodical way. It is expected that the internal monitoring and evaluation system will be used during 2005 for parts of WACC's areas of work. WACC expects to have a comprehensive evaluation carried out in 2006.

4. FINANCE

4.1. General

WACC is most grateful to all its donor partners for their continued support in 2004. The activities that are reported in the others 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 31.12.04 approved by the Finance Committee at its meeting in May 2005, disclose a consolidated net surplus for the year of € 63,093 after adjusting for an internal movement within WACC's accumulated funds. (2003 Deficit: € 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 into two main categories - unrestricted funds (funds which WACC can expend for any purpose, e.g. Block Grants) and restricted funds (funds which may only be expended for a designated purpose). At 31.12.04 overall funds under management in the audited accounts reflect a decrease of € 328,542 compared to the previous year.

In Euros	2003	2004	Variation
Unrestricted funds	2,231,436	2,304,086	+ 72,650
Restricted funds	1,411,796	1,010,604	- 401,192
Total	3,643,232	3,314,690	- 328,542

Restricted Funds reduced over the year by € 401,192. Substantial restricted funds received in previous years were used to finance core budget projects in 2004. The funds were released following a review in 2004 of the balances held at 31.12.03.

Over the same period unrestricted funds increased by € 72,650 (2003: Decrease € 95,415) largely reflecting a one off gain from the disposal of a freehold property held under the shared equity scheme. The auditors have reported a “true & 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 small surplus on co-funding activity for 2004 is attributable to the operations of the DIP Programme. Slightly more income was accounted from projects reporting in 2004 than expenditure was incurred on grants to new projects in 2004.

Management Account Information

In Euros	2003	2004
Core surplus (deficit)	(261,005)	55,334
Co-funding surplus	98,492	7,759
Deficit/Surplus for year	(162,513)	63,093

Core Budget Summary

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

(Figures € '000)	Actual	Budget	Variation
Income			
Block grants	1,618	1,617	+ 1
Restricted grants	72	53	+ 19
Restricted grant adjustments		108	- 108
Other income	50	65	- 15
Membership income in regions		18	- 18
Total	1,740	1,861	- 121
Expenditure			
Membership income in regions		18	+ 18
Regional development (RDS)	762	936	+ 174
Global studies programme (GSP)	472	485	+ 13
Service Sector	796	921	+ 125
Total	2,030	2,360	+ 330
Operating Deficit	(290)	(499)	+ 209
Forex loss	(10)		- 10
Property disposal gain	92	92	
Grants accrued w/back	46	109	- 63
Restricted grants review	217	248	- 31
Core Surplus for Year	55	(50)	+ 105
Deduct:			
Co-funding result	8	50	- 42
Deficit for the year	63		+ 63

4.2. Income

Block grant income received in 2004 was at budget, restricted grant income was 36% above 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 2004) were significantly below budget. The under recovery against budget was more apparent than real since substantial prior year grant income was released to finance 2004 core programme from funds that were allocated to the co-funding budget segment when received. In 2004 the approved core expenditure grants were charged as co-funding expenditure when paid and this in turn has contributed to the underspending of the core programme budgets in RDS and GSP noted below.

Total grant income received for 2004 across all budget sectors before restricted grant adjustments was € 2,459,855 or net € 1,838,556 after adjusting for new DIP funds received in 2004 amounting to € 331,580 and income from DIP projects reporting in 2004 amounting to € 289,719. The equivalent net figures were € 2,086,182 in 2003; € 2,104,656 in 2002 and € 2,239,809 in 2001.

As disclosed above we may be operating within budget but our grant income is still trending down:

2004/03 - 12%
2003/02 - 1%
2002/01 - 6%

Although the rate of decline appeared to have been halted in 2003 it has accelerated again

to 12% in 2004. We have managed to reduce the impact of lower grant income on our expenditure by calling on unspent funds from prior years but this can only be a temporary solution. Throughout the year interest rates generally moved lower in Euro and sterling. We started the year with lower cash deposits and during the year more of our new (2004) grant income was remitted in instalments and timed for remittance later in the year. These are the main reasons for the fall again in 2004, compared to 2003, of the 3-year average rate of interest earned.

4.3. Expenditure

Sterling expenditure in the 2004 revised budget approved at Central Committee 2004 was converted at an average budget rate of 1.50 into Euros. This compares with the average actual rate over the year recorded of 1.4967 on central office costs and 1.481 on salary costs.

The combined salaries and travel budgets were underspent by € 57,278 (4.3%). With savings against budget coming entirely from payroll, since travel budgets which at € 68,000 in 2004 were set 17% lower than 2003, were overspent by € 2,770 (4%). One half time post was not filled within Services Sector and the budget estimates in all three sectors for employers' payroll tax overestimated the cost for the year. Part of the saving (1%) would of course be attributable to the favourable actual average exchange rate sterling/euro.

Services Sector

Central office costs: following a review of accumulated depreciation charged against

the expected life of the assets concerned, significant savings amounting to € 50,340 against budget were identified. Central office costs as a whole were underspent by € 59,841 (20%).

Meetings: Central Committee costs were substantially lower than budget by around € 30,000 – largely due to a favourable contract for hotel costs negotiated for us by our local host in Egypt.

Regional Development Sector and Global Studies Programme

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 RDS sector total overall expenditure was well

within the revised budget approved by Centcom 2004 – total saving against budget of € 174,000. In addition to savings on payroll costs, core programme budgets were underspent for two main reasons:

- ♦ Core grants paid were allocated to the co-funding budget to be financed from unspent restricted grant income received in prior years allocated to the co-funding budget.
- ♦ Approved 2004 core projects were reassigned 100% to the DIP programme within which approximately 75% of the grant paid would be funded by restricted grant income received for the DIP programme outside the core budget.

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 in Euros	2003		2004	
	Actual	%	Actual	%
Cost of generating funds:				
Fundraising costs	173,480	6.4	128,225	5.9
Action and publicity	148,108	5.4	124,659	5.7
Charitable expenditure:				
Grants payable and direct support costs	2,163,925	79.5	1,688,806	77.3
Management and administration costs	236,565	8.7	243,488	11.1
Total charitable expenditure	2,400,490	88.2	1,932,294	88.4
TOTAL RESOURCES EXPENDED	2,722,078	100	2,185,178	100



Religious communicators at the Bangkok international meeting on HIV/Aids.

5. ORGANISATION

WACC's global reach, activities and membership are matched by the multinational nature of its staff. Drawn from Canada, Belgium, Rwanda, Spain, Tanzania, France, Chile, India and the United Kingdom, the staff based at the global headquarters in London represents an impressive breadth and depth of experience, understanding and knowledge of the international communications and development environment.

The decision to restructure and streamline WACC's administration and information services saw the departure of two members of staff: Paul Hope, the Office Services Assistant, who had worked for WACC for more than nine years and Ana Fiol, Global Studies Programme Assistant who had been with the organisation for over five years. Following the publication of a Volunteer Policy, WACC attracted a number of internships particularly in support of the Women's Programme. Their successful contribution to the work of WACC is likely to lead to a development of this programme in the future.

In December 2004, Dr Pradip Thomas, the Director of the Global Studies Programme, announced that he had accepted a post of Assistant Professor in the Department of

Communications of the University of Brisbane, Australia. Pradip had been with WACC for more than 15 years and for many years had been the intellectual force behind the Global Studies Programme. He was instrumental in placing WACC at the forefront of thinking and analysis on issues around communication and communication rights.

Participation of Women:

The introduction of mainstreaming gender throughout the organisation as a core objective was a significant development and formal recognition of a pro-active gender strategy that had been in operation for a number of years. Among the 19 staff at the London headquarters 8 were women, three of whom were members of the Management Group. At the 2004 meeting of the Central Committee, there were 28 participants of whom 11 were women. Moreover the President and Secretary of WACC are both women. Many of the projects focused on the needs of women and in seminars and training programmes women participants were often in the majority.



Shahidul Alam won a prize in this years Photo competition with this photo of Salma in rural Bangladesh. "Salma, lives in a small village outside of Norshingdi, and has just received a phone call from her husband, a migrant worker in Singapore."

6. CONCLUDING NOTES

Maximising impact and improving efficiencies both in operations and resource utilisation were features of 2004 and reflected the various staffing changes introduced the previous year. A formal strategic planning process that looked at all aspects of WACC was established at the beginning of the year.

A strategic planning team was charged with developing the basic planning framework for the period up to 2007. This was supported by small task forces involving all members of staff who reviewed WACC's medium to long term needs in communications, fundraising and marketing, technology, project and programme management and administration, membership and partnerships and staff development. The outcomes of these deliberations were presented at the meeting of the Central Committee in July 2004 and led to the adoption of many of the recommendations. The draft mission statement and core objectives were warmly received and the recommendation that gender should be mainstreamed throughout the organisation was endorsed.

There was a steady increase in membership and the decision to increase WACC's support base through the development of a non-voting affiliated membership was introduced with the objective of reaching around 10,000

affiliates by the end of the plan period. In keeping with the times and to ensure greater topicality, it was also agreed that Action, the publication about the work of WACC should move into electronic format. The importance of developing WACC's website and making it more interactive was recognised. During the year the website was totally revamped.

Operating in three languages, it moved from 26,000 visits per month at the beginning of the year to 95,000 in November. In addition to an active list-serve, the new website hosts the new Media Action, and provides on-line services for affiliate membership, project application and payments.

Projects, programmes, advocacy and the generation and sharing of knowledge around the issues of communication for social change and communication rights remained central to WACC's work. Project application and selection procedures were revised to improve the processes of submission, decision making and implementation and priority areas were more closely defined. The focus on giving voice to the marginalised, poor and dispossessed through support, often very modest, to projects initiated by grassroots organisations continued to offer a route to empowerment and positive social change.

A notable development in the year was an increased emphasis on advocacy both through the work with the campaign for Communication Rights in the Information Society (CRIS) and in WACC's support for Supinya Klangnarong, a former WACC scholar, defending herself against a libel suit involving the Shin Corporation in Thailand.

Parallel with these developments was a determination to strengthen relations with existing partners, particularly as many key contacts had moved on to other organisations, build coalitions and partnerships with new organisations and generate greater awareness of the work of WACC. The organisation as a whole as well as individual staff members are extremely grateful for the support, encouragement and advice received from all WACC partners, whether members, project holders or donors. Their continued endorsement of WACC's work has been critical to its continued success in addressing the communication needs of the marginalised, dispossessed and the poor.

7. DONOR PARTNERS

We would like to thank our donor partners for their continuing support of our work.

Bröt Für Alle, Switzerland
Chinese Christian Literature Council, Hong Kong
Church World Service, USA
Community Media Association, UK
Council for World Mission, UK
EED Germany
EquaMedia, UK
Evangelical Lutheran Church in America, USA
Evangelical Lutheran Church of Finland, Finland
EZE, Germany
Feed the Minds/SPCK, UK
FinnChurchAid, Finland
Ford Foundation, USA
HEKS, Switzerland
ICCO, The Netherlands
Kerkinactie, The Netherlands
Norwegian Church Aid, Norway
Prebyterian Church Canada, Canada
Stichting Rotterdam, The Netherlands
United Church of Canada, Canada
United Church of Christ, USA
United Methodist Church, USA
The Methodist Church, UK
Women's World Day of Prayer, Germany



From left to right: Dr Musimbi Kanyoro, Eloy Teckemeier, Piet Halma, Eleanor Gonzalez, The Rev Randy Naylor and Amany Latif Ebied. Eleanor Gonzalez was receiving recognition from the officers and staff at WACC for her service to WACC on the occasion of her final meeting at Finance Committee.

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