# WACC

**ANNUAL REPORT 2006**

## WACC

*taking sides*

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Front cover: Introducing school children to community
radio  (Fundación SUMAPAX - Colombia)

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# 1. INTRODUCTION

## A Year of Transition

The year 2006 saw some dramatic changes in WACC. As reported in 2005, the Central Committee determined that in 2006 WACC would introduce a revised governance structure; a new approach to programming; and a relocation of the majority of our operations to Toronto, Canada. For the most part, this has been achieved. It was a year of creative change—initiated by the now WACC Board of Directors as a way to direct fewer funds to administrative costs and more funds to programme. As we look forward to 2007 and beyond we can see that we made significant steps toward achieving that goal. The most significant future impact of the changes will be felt through the goals we meet in our communication projects throughout the world.

This 'annual report' is both the end and the beginning. This report marks the last of the reports covering the structures, programmes, finances and governance that served WACC well for some years. At the same time this report anticipates some of the changes that will be completed in 2007



**The new WACC Office in Toronto**

and that will make the 2007 Annual Report markedly different from this document. The year 2006 has been a bridge between our past and our future.

Throughout this time of transition our staff has worked closely with the regions to

ensure that the WACC programme continued even through the chaos of relocation and programme restructuring. This annual report continues to reflect significant achievement in the number of activities and projects undertaken, and goals achieved. Next year we look forward to reporting on how the lessons and commitments of the past have influenced our move toward specific broad communication themes, themes which will serve as umbrella topics under which programme and project decisions will be made. Activities in 2006 have allowed us to experience both the need for change and the promise of change. Our goal is to bring greater focus to the WACC programme and to ensure that as time goes on WACC will be able to demonstrate that our programme is in fact making a difference and is furthering our intention to be a dynamic learning organization.

All of these changes have been brought about as part of our commitment to empowering the marginalised and the poor through our advocacy of communication rights and communication for positive social change. As a faith-based organization, rooted soundly in the Christian Principles of Communication, we act as the Good Samaritan of old—seeking creative ways to link those with needs to those with

resources; addressing the need for capacity building; looking to our actions as both an expression of our Christian faith and a commitment to truly embrace our neighbour.

Any report on our activities must include a sincere appreciation for the support and partnership that we have experienced throughout the year. WACC regional associations make a significant contribution to our work—both as interpreters of WACC on the ground and significantly as those who help shape our programme and advise on project proposals. Then there are those partners with whom we collaborated actively in programme planning and resource development. There are those who support us financially and without whose determined and faithful support none of our work in 2006 would have been possible.

Finally, there are those in the ecumenical and communication community who support us in prayer, in contributing to our research, helping us in "taking sides" and making a difference. At the end of the day it is people that make WACC strong and faithful in our efforts to live our mission to promote communication for social change.

Randy Naylor
General Secretary

# 2. GLOBAL ACTIVITIES

WACC carried out three Global Studies Programmes between 1991-1995, 1997-2001, and 2003-07.

The third Global Studies Programme (GSP) evolved around the theme of 'Taking sides: Communication for reconciliation'. It was a reflection of WACC's commitment to pursue ideas that emerged at Congress 2001. The five sub-themes of the GSP were 'Communication, Religion and Ecumenism'; 'Communication at and from the Margins'; 'Media Gender Justice'; 'Resisting Knowledge Monopolies'; and 'Shifting Realities and the Ethics of Information Applications'.
To a greater or lesser extent, the third GSP carried out work in all five areas, although there was greater 'uptake' for some themes than others. There were also many overlaps and crosscurrents.

## 2.1. 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 people with disabilities.
♦ To foster genuine dialogue, mutual understanding, respect for difference, and prophetic action in the search for reconciliation.
♦ To engage with and contribute towards the ideas and issues generated by the relationship between communication, culture,

Anna Turley, WACC Women's Programme Coordinator, Margaret Gallagher, GMMP Consultant and Loveness Jambaya, GMMP Media Monitor from Zimbabwe, at the launch of the GMMP Report at the Foreign Press Association in London

faith and science with a view to influencing the terms of the debate and its consequences.

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

WACC used a range of approaches to meet these objectives including: projects that respond to critical communication needs involving 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 resources aimed at different target groups.

## Highlights:

### a. Workshop on disability issues at the WCC Assembly, 17-19 February 2006

General Secretary Randy Naylor and members of WACC's staff attended the WCC Assembly in Porto Alegre, Brazil. WACC worked with the Brazilian NGO Comulher to organise a workshop on disability issues. The group presented its current work and initiated a discussion, reflecting one of the Assembly themes, about media perceptions of disability in Brazilian society today.

### b. Workshop on 'Communication, politics and fundamentalisms', La Paz, Bolivia, 18–20 May 2006.

This was the first in a series of four sub-regional workshops intended to map the terrain and determine strategies for response and involving 100 communication professionals representing churches, NGOs and academic institutions throughout Latin America. The aim is to come to an understanding of:

• The use of the mass media by Christian fundamentalist groups and their ties to politics in the region;
• The ties between Christian fundamentalist groups, their use of the media, and the role of women;
• The relation between traditional cultures – among them the Indigenous and the Afro-Americans, and Christian fundamentalism;
• Relationships between fundamentalists groups in the region and similar groups in other parts of the world.

Studying the role played by religious fundamentalisms in the Latin American region, particularly their appropriation of the mass media of communication, is an integral part of constructing a citizens' movement in support of the belief that 'another kind of communication is possible'. That other kind of communication is by nature participatory, democratic and inclusive. Identifying exactly how the mass media usage of certain religious fundamentalist initiatives is non-participatory, undemocratic and exclusive becomes a prime task. An alternative way of communicating (alternative to the current media corporations and global empires) requires transparency, sensitivity to other realities, truthfulness, and one that celebrates the diversity of human culture.

Speaking at the workshop, President of WACC's Latin American region, Dennis Smith contrasted the common perception of charismatic religious movements as US cultural conspiracies or as having undue psychosomatic influence on marginalised peoples with their genuine appeal to indigenous spiritualities and their potential to offer 'sacred spaces, a spine-chilling encounter with divinity.' He pointed out that Latin America's great cities are full of masses of people fleeing violence and lack of economic opportunity in the rural areas, people who 'find in religious fundamentalisms a sense of discipline and self-esteem that allows them to survive in a hostile political and economic environment.'

Workshop participants addressed questions such as:
• How are we constructing religious meaning among people?
• How to develop a spirituality of citizenship?
• How to learn to live with ambiguity? And, on the basis of ambiguity, in the midst of insecurity, how to build a society in which every man and woman has a place?
• Is it possible to work elements of traditional spiritualities like elements of integrity into a globalised world?
• In the face of violence, morbidity, sensationalism, impoverishment of commercial media, is it possible to construct another symbolic universe on the basis of tenderness, participation and solidarity?

### c. Panel discussion at the Fifth International Conference on Media, Religion and Culture, Sigtuna, Sweden, 6-9 July 2006.

After the 'Danish cartoons incident', many commentators spoke in terms of freedom of expression and press self-censorship. Some argued for sensitivity and restraint. Others argued that freedom of speech has no limits. WACC General Secretary Randy Naylor chaired a panel consisting of Juha Rajamäki (Evangelical Lutheran Church of Finland and ERA-WACC Vice-President), Dag Tuvelius (Editor-in-Chief Kyrkans Tidning, Church of Sweden), and Prof. Günter Thomas, (Evangelical-Theological Faculty Ruhr-University Bochum, Germany) who discussed 'What price communication rights? Freedom of expression and inter-religious dialogue in a multicultural Europe'

### d. Consultation on 'Christian fundamentalism and the media', Boulder, Colorado, USA, 10-12 October 2006.

The International Conference on Fundamentalism and the Media, held at the University of Colorado at Boulder on October 10-12, 2006, was conceived as an effort to bring scholarly and professional attention to this web of issues and stimulate interest in further research in that area. In his keynote address, Scott Appleby of The University of Notre Dame offered an excellent summation of the conference focus: 'What concerns us [...] is the fundamentalists' intriguing adoption and adaptation of the most powerful products of techno-scientific modernity, not least modern means of communication.'

The conference was jointly sponsored by the World Association for Christian Communication (WACC) and the Center for Media, Religion, and Culture (CMRC) within the School of Journalism and Mass Communication at the University of Colorado at Boulder. The three-day forum brought together over 80 religion and media scholars, media professionals, and members of the religious community.

Headlining the list of internationally renowned experts was keynote speaker Scott Appleby who, between 1988 and 1993, co-directed the Fundamentalism Project of the American Academy of Arts and Sciences, which resulted in the definitive work on fundamentalism that he co-edited with Martin Marty. Other noted speakers included Annabelle Sreberny of London University's School of African and Oriental Studies, whose work focuses on the Middle East and Iran in particular, Pradip Thomas of Queensland University in Brisbane, Australia, who spoke about issues in South Asia, Ogbu Kalu of Chicago's McCormick School of Theology, who focused on West Africa, and Steve Rabey of Colorado's Fuller Theological Seminary, who discussed American Evangelicalism, among others.

Along with a report from WACC's Latin American consultation on fundamentalism, presented by Adán Medrano and Dennis Smith of the WACC North America and WACC Latin America organizations, the plenaries explored problems of religious fundamentalisms in the Middle East, Asia, Africa, Latin America, and North America.

The broad geographical and conceptual focus

of the conference was intended to accomplish two main goals. First, it was intended to acknowledge that there is no single form of fundamentalism and that no religion is inherently more or less prone to fundamentalist tendencies. Second, as conference planners we were committed to creating intellectual and social spaces for productive conversations between the academic, religious, and journalistic communities. In this sense, the conference was intended as an invitation to future collaboration.

These oppositions include essentialist distinctions between East and West, North and South, developed world and two-thirds world, as well as between religious and spiritual traditions. As an academic forum, the conference also crossed boundaries between a number of disciplines, including religious studies, media studies, area studies, communications, history, geography, languages, and cultural studies. Each of these was represented in the papers and plenaries, generating many opportunities for debate and reflection. Finally, the conference self-consciously attempted to identify points of contact where academic scholarship and professional and public discourse can inform each other.

### e. World Congress on Communication for Development, Rome, Italy, 25-27 October 2006.

The first ever World Congress on

Communication for Development focused on demonstrating that communication for development is an essential ingredient for meeting today's most pressing development challenges and, as such, should be more fully integrated in development policy and practice.

The three-day Congress brought together communication professionals engaged in development initiatives, policymakers, development practitioners, donor and civil society organization representatives, community representatives, and academics from around the world to share experiences and best practices in this growing field. Discussions and presentations focused on what works, what doesn't, and how communication for development contributes to better development effectiveness.

Given the importance of the theme, especially in relation to the Millennium Development Goals and the struggle to eradicate poverty, WACC produced an issue of Media Development (3/2006) as a contribution to the debate. WACC was represented during the conference by Lavinia Mohr, its Director of Programmes, and by its Latin American Region, which organised a pre-Congress event that took place in Lima, Peru, 24-26 August.

### f. Workshop on 'Religion, media and health in West Africa', Legon, Ghana, 7-11 December 2006.

Some 46 people took part in the Conference on 'Religion, Media and Health in West Africa with a Focus on HIV and AIDS' held 13-15 December at the Ghana Institute of Management and Public

Administration, Accra, Ghana.

Communication strategies to address the issue of HIV and AIDS have so far proved to be inadequate. They have tended to focus on individual behaviour rather than the family, group and communities that are dominant in the African context. A critical component of any communication strategy is the issue of stigma related to HIV and AIDS, which fuels the epidemic by sustaining silence and denial about HIV and AIDS as well as reinforcing marginalisation.

In Sub-Saharan Africa, where 85% of Africans are active members of religious institutions, religious leaders and the faith community have an important role in combating the pandemic. However, the general perception is that the faith community has generally failed to challenge HIV and AIDS related stigma and demonstrated an unwillingness to engage in any activity that could somehow be seen as a dilution of moral standards. Encouraging the faith community to take a leadership role in combating the pandemic and providing it with the tools to do so is critical to changing attitudes.

A wide range of participants included gender activists, pastors, theological educators, church ecumenical officers and people from all sides of the religious divide. It was noted that the conference took place at an opportune time since faith-based organizations were under criticism for their inadequate care of people infected and affected by the HIV and AIDS virus.

At the end of the conference, participants agreed to draft a teaching curriculum on 'Religion, Media and Health'; to work towards securing local films and documentaries and make them available to participating institutions and churches for HIV and AIDS education; and, after the curriculum has been drafted, to hold a one-day working session for as large a group as possible to discuss its implementation.

## Results and Analysis

WACC's Global Studies Programme reinforced WACC's commitment to consolidating both ideas and action. WACC remains the only international ecumenical organisation that explores critical issues in communication for development and social justice from the perspective of communication rights. In the course of nearly four years WACC built up a considerable repertoire of work in the areas of communication rights (especially for displaced and marginalised people), intellectual property rights (with particular emphasis on indigenous peoples), issues around media and gender justice (notably its internationally recognised Global Media Monitoring Programme) and, most recently, the beginnings of significant programmes on 'Fundamentalisms and the media' and 'Ethics of new communication technologies'.
In addition the campaign for Communication Rights in the Information Society (CRIS) in the context of the World Summit on the Information Society (2003 and 2005) enabled WACC to be involved in media advocacy at a global level. A continuation of WACC's endorsement of a New World Information and Communication Order and the principles inherent in the MacBride Report, communication rights remain at the heart of

activities that include ethical usage, equal access, empowerment, social justice, sustainable development, and peaceful co-existence.

## 2.2 Networking

WACC works with four broad worldwide networks: its members, media practitioners, the academic community and non-media orientated NGOs. WACC's most important network is its eight regional associations and, increasingly, the many social movements with which its shares common purpose. WACC continues to encourage more people (particularly those of 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.

In 2005-06 WACC continued to work closely with 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. In addition, WACC continued 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 is also in touch with 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 those connected with the International Association for Media and Communication Research (IAMCR) and the International Peace Research Association (IPRA), is another important network. WACC is also involved in other regional and national academic networks such as the University of Botswana, 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.

## 2.3 Membership

WACC is a world-wide, ecumenical membership association. Its Corporate Members include churches, publishers, media outlets, educational institutions and communication organisations. Among its Personal Members it has a wide variety of communication professionals.
Before being admitted to membership, an applicant must accept WACC's Christian Principles of Communication. All Members, except Honorary Life Members, pay an annual membership subscription.

The Association has 286 Corporate Members and 385 Personal Members in 112 countries. The Members of the Association are organised into eight Regional Associations, each covering a geographic area of the globe.

Each Regional Association appoints two Directors, one of each sex, who, together with the President, the Treasurer and the General Secretary form WACC's Board of Directors, the organisation's governing body.

WACC's Members have a wide range of interests and concerns, which span radio, television, satellite broadcasting, print and electronic publishing, grassroots and popular communication, drama and theatre, puppetry, music, dance, media education, press relations, video, cinema, research, teaching, training, consultancy and policy making.

Many individuals and organisations around the world share WACC's aims and wish to be associated with its work, but for one reason or another are unable to become members. Since July 2004, the Association has been able to confer Affiliate status on those who fit this description. This group has grown rapidly, so that by the end of 2006, WACC had more Affiliates, 502 Personal and 178 Corporate, than Members.

## WACC Members and Affiliates

| Region | Personal Members | Corporate Members | Personal Affiliates | Corporate Affiliates |
|---|---|---|---|---|
| Pacific | 3 | 21 | 6 | 5 |
| North America | 85 | 29 | 60 | 12 |
| Middle East | 4 | 19 | 5 | 3 |
| Latin America | 96 | 63 | 40 | 26 |
| Europe | 82 | 45 | 38 | 7 |
| Caribbean | 20 | 18 | 18 | 13 |
| Asia | 35 | 58 | 181 | 79 |
| Africa | 60 | 33 | 154 | 33 |
| Total | 385 | 286 | 502 | 178 |

## 2.4 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

WACC scholar Anne Nyokabi Gachiri

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

Training is part of WACC's programme implementation strategy. Training takes place on two levels: individual short-term and long-term scholarships through CLT and organised training events such as workshops. Applications for scholarships are considered from independent candidates and from individuals nominated by their organisations. Five scholarships were underway in during 2006 including four women and one man. Three were on going and two were new

scholars. The students supported with scholarships are from Africa (2), Asia, Eastern Europe and Latin America. Four were studying in their own region and one started studies in a different region. During 2006 a sixth scholar was taking preliminary studies prior to beginning a Ph.D. Students were working on a BA in Communications, a PhD in Theology in Communication, a PhD in Communication focussing on Media and Ethics, and an MA in Journalism. A fifth short term mid-career award was for participation in a seminar at the Biblical University of Latin America.

One of the new scholars in 2006 is Anne Nyokabi Gachiri, a Catholic Kenyan journalist from one of Nairobi's informal "slum" communities. Prior to commencing her studies, she was the Communications Officer for People for Peace in Africa. She has a Diploma in Journalism from the Kenya Institute of Mass Communication. As part of her work for an MA in Journalism at Cardiff University, she plans to look at how the print media in Kenya report on gender issues. She believes in "the power of the pen to change social narratives and ideologies that perpetuate violence against women." After she completes her MA, she plans to work on addressing gender issues and stigma surrounding people living with HIV and AIDS.

## 2.5 Women's Programme

### Goals and Objectives

The Women's Programme aims to follow up the recommendations of the Bangkok Declaration and Section J of the Beijing

Image from SAMGI website - South Africa

Platform for Action. Its goals are 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 issues.

## Activities

### Achieving Gender Equality: 2005 Global Media Monitoring Project Phase 2

The Global Media Monitoring Project (GMMP) is a grassroots media monitoring research and advocacy project which aims to promote the fair and balanced representation of women and men in news media worldwide. The international monitoring day of GMMP 2005 on 16th February 2005 involved a wide range of organizations in 76 countries from all regions of the world who monitored over 13,000 news stories on TV, radio and in print. Participants included gender and media activists, grassroots communication groups, academics and students of communication, media professionals, journalists associations, alternative media networks and church groups. Global, regional and national results are contained in the 143 page report entitled 'Who Makes the News?' written by the GMMP consultant Margaret Gallagher. It and many

national reports are all available to download at http://www.whomakesthenews.org/research In response to recommendations from the GMMP 2005 planning committee and in line with the WACC Board of Directors' commitment to mainstream advocacy throughout WACC's work so as to be clearly 'taking sides', a second advocacy focused phase of GMMP was developed for the first time. Phase 2 of GMMP 2005 is guided by a strong commitment from WACC to ensuring that the results of GMMP 2005 are used for advocacy and lobbying activities and to promote dialogue with the mainstream news media. This perspective informed the design and layout of the global GMMP 2005 report 'Who Makes the News?' and the production of the top ten highlights document.  Phase 2 started in 2006 and will continue through 2007.

WACC is facilitating the use of the GMMP 2005 results for advocacy to promote the fair and balanced representation of women and men in the news media through the first-ever gender and media advocacy toolkit. The toolkit is available in English, French and Spanish and can be downloaded from http://www.whomakesthenews.org/get_involved/advocacy_toolkit  WACC is also providing gender and media advocacy training, using the toolkit as a key resource material, for groups within the GMMP network at regional workshops.

In addition to this capacity building work, WACC has also worked to create a supportive environment for national and regional advocacy activities. This has been done by promoting the gender and media issues that

GMMP highlights as an issue of public interest through extensive media coverage. WACC launched the GMMP 2005 global report on 15th February 2006 at the Foreign Press Association in London with a media roundtable and press conference attended by high-level international media professionals. From 16th February – 8th March 2006, WACC organized the first ever global campaign on gender and the news media. 'Who Makes the News? Three Weeks of Action on Gender and the Media saw the participation of over 50 countries and generated media coverage in over 100 mainstream and alternative media outlets in all 4 mediums (radio, TV, newspapers and Internet) worldwide. Hundreds of media activists, human rights groups, grassroots communication organizations, academics and students of communication, media professionals, journalists associations, alternative media networks and church groups worldwide come together to take part in the campaign. Both UNESCO and UNIFEM endorsed the campaign. More information on the campaign and launch event are available from **www.whomakesthenews.org**

## Publications

Media and Gender Monitor which serves as both a printed resource publication and newsletter for recipients of WACC's electronic newsletter Media Action and the Women's Programme network was not published in 2006 due to concentration of efforts on Phase 2 of GMMP and WACC's move from London to Toronto.

## Networks and Projects

During 2006, support was given to training, advocacy and awareness building projects carried out by regional and national gender and communication groups and networks.

### *Media Monitoring: HIV//Aids through a Gender Lens*
### *Southern Africa Media and Gender Institute (SAMGI), South Africa*

Women are more vulnerable to HIV/Aids than men and carry the burden of the epidemic. The media has the potential to be a powerful tool in the fight against HIV/Aids and in particular in de-stigmatisation of the disease. In 2006, SAMGI, a South African based NGO dedicated to promoting human rights and improving the status of women through participatory education, advocacy, lobbying and media production, undertook an analysis of how media coverage of HIV/Aids is received and used by communities in the region. The aim was to provide a comprehensive understanding of the representation of HIV/Aids by the media. One of the findings was a notable lack in media reports of a link between gender based violence and HIV/Aids, although in reality the links are significant. SAMGI expects to publish the research in 2007 the form of articles and case studies in the mainstream media. SAMGI also plans to produce a booklet which will be disseminated to media throughout the region as a tool to contribute to the promotion of more gender-sensitive reporting on HIV/Aids.

Workshop participants at the Gender and Media Advocacy Seminar an Training Workshop in Jordan

## *Portrayal and Participation of Women in the Media*
## *Women's Media Centre, Cambodia*

The Women's Media Centre is Cambodia's premier non-governmental, non profit media organization. WMC was born from a movement to increase the participation of women in the democratic process during the UN-sponsored elections in 1993. The WMC delivers innovative, national awareness and informative programs on a diverse range of issues affecting contemporary Cambodia, with a special focus on the roles and rights of Cambodian women. The Networking Department aims to increase the participation and improve the portrayal of women in the media. The department brings together different women's groups and media organizations to collaborate on gender initiatives and provide a forum for skills and knowledge transfer, and serves to educate, lobby and encourage media practitioners to follow responsible and ethnical journalism and reporting.  In Cambodia as in many other countries, women continue to be under-represented in the media as a profession and media portrayal and representation of women continues to be limited and to perpetuate negative stereotypes.  WACC provided support in 2006 for WMC's efforts to reduce media representations of women which encourage or legitimise gender discrimination and to increase the number of positive, realistic stories about women in the Cambodian media.

## *Gender and Media Advocacy Seminar and Training Workshop for the Middle East and North Africa, AmmanNet, Jordan*

Arab women are taking a new look at the image of women and men in Arab media. In December 2006, Arab media professionals, gender activists and experts from Algeria, Egypt, Israel, Jordan, the United Arab Emirates, Lebanon, Morocco, the Palestinian territories and Syria gathered in Amman for a three-day workshop and seminar on Gender and Media Advocacy in the Middle East and North Africa. The event was hosted by AmmanNet, the first independent internet-based radio station in the Arab world and an innovative leader in Arab media activism. The workshop aimed to strengthen advocacy capacity on gender and the media, enable an exchange of experiences among the participants and plan future advocacy actions on gender and the media. Participants presented and discussed gender and media issues in their countries and learned about the findings of the Global Media Monitoring Project.  Participants also discussed media monitoring done by Appropriate Communication Technologies for Development (ACT) Egypt and Freedom House in Jordan, as well as work done through Her Majesty Queen Rania's Initiative on Women, Media and Development. Other sessions highlighted how media function, media relations and the policy framework for developing an advocacy campaign about the representation of women and men in the media. One of the liveliest sessions was an encounter between the participants and female journalists including Jordan's only two female editors-in-chief. Participants learned about the Gender and Media Advocacy Toolkit produced by WACC and developed gender and media advocacy plans for the region.
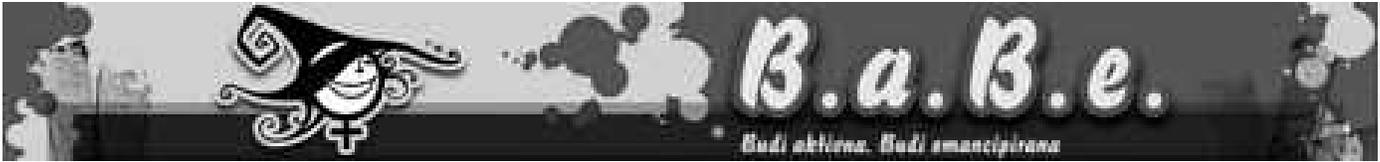
Participants included the holder of the Unesco Chair for Communication Technologies and Journalism for Women based at Women's College in Dubai, several journalists and representatives of organisations such as Algeria's Women in Communication; the Egyptian and Jordanian chapters of the Arab Women's Organisation; Israel's Women Against Violence; the Syrian Women's League; and the Palestinian group Women, Media and Development. Also represented were the Syrian Women's Observatory; V-Day Karama and the Arab Women's Media Centre from Jordan; and Media House in Egypt. WACC was represented by Maggie Morgan, a producer at Media House and a member of WACC's Middle East regional executive committee. The workshop was led by Hungarian-based Nebojsa Radic, a specialist in strategic media relations with experience in women's rights.

### Gender and Media Advocacy Training for Central and Eastern Europe, B.a.B.e. , Croatia

Be Active Be Emancipated, a prominent women's rights group in Croatia has been working on women and media since 1996. Research and gender analysis of the media in Croatia and in neighbouring countries, media events, exhibitions, radio shows, videos and film productions are among their activities. In January 2006, B.a.B.e was the host of a media and gender advocacy training workshop in Dubrovnik for participants from Bosnia, Croatia, Estonia, Hungary, Kyrgyzstan, Montenegro and Serbia.  They shared perspectives on the negative gender stereotyping in the media in their countries

and learned about how to use WACC's Media and Gender Advocacy Toolkit and about how to build an advocacy campaign.

### Results and Analysis

The Global Media Monitoring Project is the most extensive global research of gender in news media ever undertaken.  The methodology and results of GMMP have been used in a myriad of ways around the world.

GMMP has provided a research instrument that has been easily applied in subsequent monitoring at both the local and international level. GMMP has also been used extensively for media literacy work and many monitoring groups have reported that taking part in GMMP has been a process of awareness raising.

The promotion of media literacy and gender awareness through media monitoring has always been an important aim of the GMMP. However, its over-riding goal is to change media output. With that in mind, groups in many different countries have used the GMMP results to launch dialogue with media practitioners and policy makers. The data have proven invaluable in opening up creative discussion about the accepted routines and practices in media production that result in specific patterns of gender imbalance, and about how alternative choices and approaches could lead to a fairer, more balanced gender portrayal. As a tool for change, the strength of GMMP lies in the fact that it provides hard facts and figures which reach media professionals with an immediacy never achieved by theory or abstract argument.

The Global Media Monitoring Project and the "Who Makes the News?" research report published in 2006 have been widely referenced around the world. References to it can be found in many places from the most recent Arab Human Development Report published by the United Nations Development Program to the websites of the International Federation of Journalists and UNESCO.

Phase 2 of GMMP 2005 is the first time that WACC has proactively designed and implemented an advocacy strategy, including a media relations strategy. Overall, phase 2 has raised the profile of WACC amongst both gender and communication networks and organisations and in the mainstream media. In addition to being known as a leader in the field of media monitoring, WACC is beginning to be recognised as a key actor in the area of gender and media advocacy.

SAMGI's HIV/AIDS monitoring project found that information about HIV/AIDS in South Africa in local and international media was scant.
Even during the 16 Days of Activism, information in the media for people living with HIV/AIDS was grossly inadequate; neither help contacts nor new information about the pandemic were provided. Further, no link was made in the media between gender-based violence and HIV/AIDS.

WMC's project contributed to a significant improvement in the portrayal of women in Cambodian print news media however, imbalanced representation in magazines continues to persist. Further, radio and television remain the most influential and popular forms of media particularly among the youth whose understandings about gender tend to be shaped by music videos and live broadcasts of pop concerts. Respondents to the National Survey on Women and Media in Cambodia conducted by WMC underscored the need for the organisation to continue its work towards the equal portrayal and participation of women in the media.

## Future Directions

In October 2006, WACC's Board of Directors adopted a report on future directions for the Women's Programme including a recommendation that the thematic focus of the Women's Programme be changed from gender and communication in general to a more specific concern with gender representation in the mass media. The thematic focus of gender representation in the mass media will include the following two areas: media literacy/education from a gender perspective with a particular concern for awareness raising and empowerment of young female media consumers; and media reform from a gender perspective with a particular concern for the development of gender-sensitive policy and codes of conduct. These two areas reflect the historic priorities of the Women's Programme while also addressing two important entry points for change and two key change agents – media organisations themselves and media consumers – for the promotion of a fair and balanced media. A change in name from "The Women's Programme" to "Media and Gender Justice" reflects the new focus.

## 2.6 Advocacy

### Background

Advocacy has been a significant part of WACC's work through the various projects it has supported and the work undertaken by the Global Studies Programme and the Women's Programme. However, there has been little self-awareness of advocacy history and of current advocacy activities within WACC. This can be explained by the fact that advocacy within WACC was generally undertaken in an ad hoc manner; there was no real structured and systematic approach to advocacy within the organisation and consequently poor communication of its role as an advocacy broker.

### Goals and Objectives

The overall aim of advocacy activities is to ensure that WACC is able to fulfil its mandate of 'Taking sides'. The objectives are therefore:

- To promote WACC's role as a major agent for change on communication policies.
- To raise awareness around key issues of communication and information.
- To raise WACC's profile.

### Activities

WACC's strength is grounded in its long-term commitment to communication rights and the role of communication in development, its global experience of working with grassroots communities and its capacity for research and analysis on communication policies, practices and processes. WACC's advocacy strategy focuses 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 and developing a more intentional approach to bringing an advocacy angle into our current activities.

### The Communication Rights in the Information Society Campaign (CRIS)

WACC continued to pursue the theme of communication rights following the conclusion of the World Summit on the Information Society (WSIS) process by focusing on projects supported under two new programmes: 'Recognising communication rights' and 'Building communication rights'. The first is intended to increase awareness of the principles underlying the right to communicate and the second to strengthen the communication capacities of local communities and marginalised groups.

### The Global Governance Project

In 2005 'The CRIS Global Governance Project', sponsored by the Ford Foundation, was to support the emergence at national levels of the concept of 'communication rights', relating to local needs and dynamics influenced by global processes and advocacy on governance issues. The research report, officially launched at the World Summit in the Information Society in Tunis in November 2005, was distributed in 2006 through the CRIS network and used at a number of subsequent workshops

GMMP Monitoring Day in Botswana

## Public Statements

Towards the end of 206 and the beginning of 2007 there was sporadic media coverage of the Bush Administration's alleged preparations to attack Iran. WACC responded by issuing a public statement calling on communicators to publicly monitor, question, and call to account the actions of governments and corporate interests, and to avoid becoming complicit in a conspiracy of silence that only undermines democratic principles and peaceful coexistence.

WACC reiterated that by monitoring, questioning and confronting, by presenting alternative opinions and balanced evidence, the media become impartial advocates of the truth and enable people to act and speak as better informed citizens. WACC urged those responsible for mass and community media to question and challenge the pronouncements and actions of the Bush Administration with regard to Iran and to help avert the possibility of a catastrophe for the people of Iran and their neighbours.

### Defending communication rights in practice

After a long campaign in defence of Thai journalist Supinya Klangnarong, in March 2006 the High Court acquitted her – a huge victory for media activists and for democracy in Thailand.
From the very outset, WACC was at the forefront of the campaign and publicized her case globally and through its network. As the libel case went to court, WACC set up a petition calling for it to be withdrawn. It was the first on-line petition ever to appear in Thailand and it gathered over 1,000

signatures in two weeks including the support of international human rights activists such as Noam Chomsky, Ariel Dorfman, Armand Mattelart, and Antonio Pasquali.

### The Global Media Monitoring Project

As part of its commitment to mainstreaming advocacy in WACC activities, an advocacy strategy was devised for the Global Media Monitoring Project's report published in early 2006. Activities for incorporating advocacy in the project included the production of a full campaigning plan for 2006, fundraising activities, coalition building with leading London based organisations (such as Amnesty International, Article 19, the International Federation of Journalists and the Television Trust for the Environment), and a full marketing and communication plan. The 'Who Makes the News?' report launch and the Media Roundtable were held on 15 February 2006 at the Foreign Press Association in London. These were the first steps in 'Three Weeks of Global Action on Gender and the Media' in which hundreds of media activists, human rights groups, grassroots communication organizations, academics and students of communication, media professionals, journalists associations, alternative media networks and church groups worldwide took part.
During the Three Week of Action, they organized events to highlight what is wrong with current representations of women and men in the media and explored ways in which those concerns could be addressed. Ending on 8 March, International Women's Day, this period of action hopes to link up with

WACC scholar and media reform activist Supinya Klangnarong emerges from Bangkok Criminal Courts after being acquitted of libel against media giant Shin Corp.

UNESCO's 'Women Make the News' initiative that calls on all media that produce news to hand over editorial responsibility to women to make the news on that day.

The Media Rountable included a press conference and a debate among media personnel on gender and media issues. Chair of the Roundtable was Jon Snow (Presenter Channel 4 News) and panelists included Ferial Haffajee (Editor of the Mail & Guardian, South Africa), Lesley (Chief Executive of Project Parity), Stephen Pritchard (Board Member of the Organisation of News Ombudsmen and Letters Editor for The Observer newspaper), Bob Jobbins (former head of BBC World Service News and Current Affairs and Chairman of the Rory Peck Trust) and Lindsey Hilsum (Royal Television Society Specialist Journalist of the Year award 2003 and 2005, and International Editor Channel 4 News). Witnesses interviewd were representatives from Amnesty International, Article 19, the International Federation of Journalists, and WACC.

## 2.7 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 informing the development of 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

### Publications

In 2006 WACC published four issues of its international quarterly journal Media Development on the following themes: 'Celebrating cultural diversity'; 'Communicating with angels: Being digital, being human?'; 'Communication for development and social justice'; and 'Communication and disaster' (the first issue to be published by WACC-Canada).

WACC also began publication of a series of six-page 'no-nonsense guides' on programme areas in which it is working. The first two are The No-nonsense Guide to Communication Rights and The No-nonsense guide to New Technologies and Social Justice.

### WACC and Cinema

WACC is proud of its involvement in cinema in cooperation with Interfilm (the Protestant film organisation) and Signis (the World Catholic Association for Communication). It supports

GMMP Report written by
Margaret Gallagher.

the work of ecumenical juries at four international festivals where awards are given to films in competition that explore values such as human dignity, compassion, and mutual understanding.

In 2006 WACC supported the participation of Milja Radovic (Serbia) at Berlin, Gianna Urizio (Italy) at Cannes, Nicolae Dalascu (Romania) at Locarno, and Dave Pomeroy (USA) at Montreal.

Despite limited resources, this modest contribution strengthens WACC's belief that, at its best, cinema is a dialogue about relationships, identities, and the grand themes of life and that it can show us what it means to be human and in communication.

## Media Action and electronic communications

### Website design
The website has undergone a complete overhaul in terms of design and navigation. Changes include drop-down menus and automatically updated sections on the front page and regional pages for articles, news and events. The new page also now reflects the new institutional structure.

### Domains
In anticipation of its move to Canada, a non-UK-based domain was looked at. The top-level domains for waccglobal were chosen, with a preference for waccglobal.org, but also covering .com and .net. The DNS setting are already in place and the site is operating under the new domains. The wacc.org.uk domain continues to operate for the

meanwhile. A catchall email is set to redirect mail from waccglobal.org to wacc.org.uk addresses.

### Online payments
The website's provision for online payment of membership and other fees has been successful, with many payments being taken with this system. The Paypal area takes the user offsite to a secure server, membership payment for example is accessible through http://www.wacc.org.uk/paypal/membership.html

### E-mail lists
WACC's e-mail lists have steadily built up to nearly 7000 contacts, held in 3 sets, for English, Spanish and German mailings. Manual handling of the database was increasingly work intensive and an alternative was looked for. Php-list was chosen as an appropriate system. It is a double-confirm, opt-in system, which gives automatic subscription and unsubscription, and allows the users to update their details through a web-based interface. The lists were loaded into the php-list database and the system is now beginning to be used for online subscriptions.

### Content
Media Action, an online publication collecting articles on topical issues in communication, as much as possible from the WACC community, was produced throughout the year. Most content provided to electronic subscribers however was in the form of shorter news items and links to full articles, located on the Communication and Media News section and distributed via the email lists to subscribers.

### Photographic competition

The third annual photographic competition was run, bringing participation by nearly 400 photographers around the world on the subject of communication.  The competition was run online on Flickr.com. This has been a popular area on the WACC website and gives visual interpretations of the issues WACC is dealing with.



This photo won the first prize.

### Information Service

Hundreds of people have made enquiries for more information and these were responded to. The communication desk deals with around 1,000 emails and contact forms from the website every week, the vast majority of it being spam and automated replies, but much of it requires being forwarded to other members of staff, or answering directly. The communication desk has worked closely with the database management moving towards smooth processing of requests for subscriptions and affiliations and their handling on the database.

### Applications for Affiliation

Welcoming people to explore issues with us, to walk with us without a high initial commitment, has proven popular with newcomers and sympathisers, and this is shown in the hundreds of applications for Affiliation to WACC that have been received by the communication desk. This is a positive outcome for the growth of our membership.
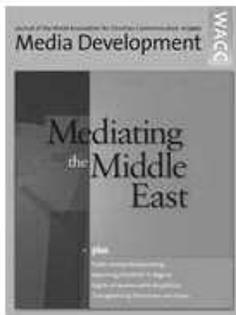
Search [ ] >

# WACC

*taking sides*

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Home

## Recent Publications

Media Development

Mediating *the* Middle East

## Congress 2008

WACC's next Congress: 'Communication is Peace: Building viable communities' will be held in Cape Town, South Africa, October 2008. See the Congress section of this site.



Ruth Ojiambo Ochieng

**WACC announces second keynote speaker for Congress 2008: Ruth Ojiambo Ochieng, women's rights advocate from Uganda**. WACC has confirmed the second of four keynote speakers for Congress 2008. Ruth Ojiambo Ochieng, an internationally-recognized advocate for women's rights will address the global gathering of communicators scheduled to be held in Cape Town, South Africa in October 2008. Ochieng, a Ugandan who is known for her extensive research on communication rights and women in armed conflict situations in the global south, will address the theme Power, conflict, and peace: Telling the story. Read more.

**WACC has selected a logo created by Brazilian designer Joice de Oliveira** for its upcoming world communication conference. The global gathering will be held in Cape Town, South Africa in October 2008 under the theme Communication is Peace: Building viable communities. Read more...

### Recent News

#### WACC Officers in Geneva

The WACC Officers, meeting recently in Geneva, joined the Rev. Eric...

12 June 2007

## Subscribe

free WACC newsletters

## Links

WACC congress 2008

WACC's new flyer...

UNBALANCED NEWS IS ALSO A HUMAN RIGHTS ABUSE

WHO MAKES THE NEWS

## RSS

What is RSS?

RSS wacc news

WACC website

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# 3. REGIONAL ACTIVITIES

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

**Regional Associations**

WACC's membership is organised in regional associations. WACC recognises eight regions: Africa, Asia, Caribbean, Europe, Latin America, Middle East, North America and Pacific. Each region has its own constitution governing how the region operates within the global structure of WACC. It is to be noted, however, that membership in

WACC is in the global body itself as the regional associations are not registered agencies in their own right. Each regional association holds regional seminars or workshops on communication topics of importance in the region. Every three or four 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 generally 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

Women's Media Literacy Campaign organized by the Women's Media Center in Cambodia

active throughout the year in guiding the regional affairs of WACC.

## Projects in the Regions

WACC provides support to local partners to carry out local, national or regional communication projects. Local partners include ecumenical organisations, church or church-related institutions, NGOs, community-based organisations, or other grass-root groups. Small project support in 2006 was provided under the following two categories.

## Regular Projects

These activities are located mostly in developing countries. Funding comes from a range of partner agencies who support WACC's core budget or give funding to WACC for particular 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

Communication training workshop for leaders of Haitian migrants organized by Espacio de Comunicación Insular in the Dominican Republic

countries that can be completed within one year. A renewed 3 year partnership between WACC and EED began supporting projects in early 2006.

Until 2005 the Critical Situations Fund (CSF) provided project support for activities promoting communication for reconciliation between communities in countries where significant conflicts have taken place. The CSF assisted the quest for peace in broken communities. During 2006 the Critical Situation Fund was devoid of funds as the main donor for this fund re-directed support from it to other WACC activities. No projects were supported from this fund in 2006. WACC plans to seek new donor partners for this fund in 2007.

The considerable changes that WACC initiated in 2006 were reflected in the selection process in 2006 for projects to be supported in 2007. Applications were invited in the second half of the year under nine programme themes identified after a consultation with WACC's regional leadership. The nine programme themes and the goals for small project support were announced in July 2006. WACC received 84 requests for support. 24 projects were selected for support during 2007.

## 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 church and secular communicators to make them more effective in their mission.

Within these goals, concerns of particular significance vary within the regions:

*Africa*
Supporting communication efforts related to stemming the tide of HIV and AIDS, reconciliation in areas of conflict, training and capacity building, and women's human rights are the main areas of concern.

*Asia*
The projects in the region continue to focus on marginalised groups living in poverty, and supporting reconciliation and peace

*Caribbean*
Supporting communication efforts related to stemming the tide of HIV and AIDS and media and gender concerns were the main project focus in 2006.

*Latin America*
Communication rights and the democratisation of communication continue to be of high importance, along with communication and marginalised communities. Projects supported community media, strengthening popular communication networks.

*Middle East*
Promoting reconciliation, unity and peaceful co-existence, particularly between different faith groups remains a priority. Projects benefitted children, especially children with disabilities, and youth.

*Pacific*
Projects in 2006 focused on promoting harmony between different faith groups and community building for youth in communities with a history of violent conflict.

## Projects Supported in 2006

During 2006, WACC's Regional Development Sector supported 28 projects in 21 countries as detailed below. Six other approved projects were not supported for a variety of reasons. In one case this was due to developments in the organisation proposing the project. Two projects were cancelled. WACC was not able to secure funds for three other projects it would have liked to support.

The number of projects supported in 2006 was considerably lower than the number supported in recent years (66 in 2005). Two factors explain the difference. The move of the Global Secretariat from London to Toronto in 2006 obliged WACC to suspend normal operations for a period of time during the year. The transition from regionally based programme operations to thematic programmes that began during 2006 entailed a hiatus while new guidelines were developed and publicised for small project support under the programme themes.

| Region | Total Aproved | Funding from donor partners | Funding from DIP and WACC or other donor partners | Total Supported | Approved but not supported |
|---|---|---|---|---|---|
| Africa | 9 | 3 | 4 | 7 | 2 |
| Asia | 8 | 0 | 6 | 6 | 2 |
| Caribbean | 2 | 1 | 1 | 2 | 0 |
| Latin America | 7 | 1 | 5 | 6 | 1 |
| Middle East | 6 | 0 | 5 | 5 | 1 |
| Pacific | 2 | 0 | 2 | 2 | 0 |
| Total | 34 | 5 | 23 | 28 | 6 |

Note: Other projects in these regions that took place within the Global Studies Programme or the Women's Programme are not included. Some of these were funded under DIP.

New printing equipment project,
Salty Print, South Africa

*Africa*
9 approved / 7 funded in 6 countries
Burkina Faso, Burundi, Chad, Democratic
Republic of Congo (2), Ghana, Rwanda

*Asia*
8 approved / 6 funded in 5 countries
Bangladesh, China (Hong Kong), Nepal,
Philippines (2),Thailand

*Caribbean*
2 approved / 2 funded in 1 country
Jamaica

*Latin America*
7 approved / 6 funded in 4 countries
Argentina (3), Brazil, Colombia, Ecuador,
Paraguay

*Middle East*
6 approved / 5 funded in 3 countries
Egypt (2), Israel, Lebanon (2)

*Pacific*
2 approved / 2 funded in 2 countries
Fiji, Solomon Islands

A more detailed account of regional activities
follows.

## Activities and Results

## 3.1.   Africa

*a.       HIV and AIDS*
In Burkina Faso, TVD, a very active member
and partner of WACC, produced a series of 6
HIV and AIDS TV programmes for youth –
Bont(h)é in which they created awareness
and mobilised young people on the global HIV

and AIDS pandemic. Young people, both
young women and young men were involved
in the development of the programmes,
scriptwriting and evaluation.  The
programmes were very interactive and
creative through informal discussions around
a cup of tea (Bont(h)é, interviews with
experts, street interviews with students
concluding with 'human interest' stories and
testimonies and examples of good practice.
Besides Burkina Faso, these TV programmes
will also be distributed to other countries in
Francophone Africa.

FUMI aimed at sensitising and educating
women on issues related to HIV and AIDS,
taking into account that they are the ones
who are mostly affected. Radio programmes
were produced and because many people
listen to radio in Chad, this was a powerful
way of communicating such an important
issue, especially in a country where illiteracy
is very high in general and in particular
among women. FUMI also printed T-shirts
and posters with appropriate messages and
in local languages.

*b.       Gender*
In DRC, 2 projects from 2 women's groups
were recommended and implemented. The
first one was carried out by the Cercle
d'Animation Sociale pour la Promotion de la
Femme (CAPROF) in Sud-Kivu, and consisted
in rehabilitating two community radio stations
whose equipment had been ransacked by the
warring factions in Congo of the decade-long
civil war. This ongoing conflict has weakened
the physical and social infrastructure of much
of the eastern part of the DRC and led to
widespread destruction of property and
human life, general insecurity and extensive
violations of basic human rights. Peace and

reconciliation, and rebuilding the social fabric are part of a slow and painful process. And radio can play a leading role in it. Apart from installing new equipment, CAPROF also provided training to a new generation of aspiring broadcasters and communicators. Many of the programmes now being broadcast on both radios focus on matters of local concern within the broader themes of democracy, human rights and socio-economic development. It is important to note that both radio stations are expected to attract an audience of nearly one quarter of a million people and lead to an increase in community participation in national development and a greater awareness of key issues such as HIV/Aids and gender.

In Kinshasa, DRC capital, the Women's International Movement for Democracy and Development (MIFED –Congo), a regular partner of WACC, successfully carried out a project showing the role played by communication and information in uplifting and empowering women and youth that constitute 75% of the Congolese population, in their role as voters and eligible candidates. In order to break away from the exploitation that makes women and youth mere observers and passive participants and in some cases victims, and who in most cases ignore their rights and civic duties, MIFED-CONGO produced and disseminated an electronic bulletin of information and in print on the initiatives of women and young people with the objective to contribute and consolidate peace in Congo but also as a way of preparing their participation in the elections of 2007. The articles for the bulletin were contributed by a network of correspondents, youth and women based in the 11 provinces of the country, and were disseminated on the

internet through a mailing list. The same information was put on MIFED-CONGO site. Those 11persons, who are not journalists, will have for task to cover and share information on activities of women and young people with the central office in Kinshasa where the editing is done.

c. *Communication Training*
In Burundi, following the 2005 democratic elections that took place in the country after so many years of civil war, in order to prepare the Burundian population to rebuild their country at all levels by providing appropriate and accurate information, the Peace Centre of the Anglican Church of Burundi, through its Communication Department organised communication training workshops for its correspondents in the country, so that these could collect and disseminate information on the churches' and community's involvement in the resettlement of returnees, re-integration of ex-combatants, HIV/AIDS and its ravages. Their training focused on the gathering, choice, treatment and dissemination of information.
To carry out that training, DECOM needed equipment, mainly DTP and a photocopier, so that the trainees could have a hands-on experience. Besides, that equipment is being used by the Peace Centre to produce the weekly bulletin 'GIRAMAHORO – Have Peace' and other publications needed. It is anticipated that through the regular production of Giramohoro, information can be more rapidly and efficiently disseminated, the peace process strengthened and awareness of HIV/Aids prevention and care improved.

d. *Peace and Reconciliation*
In Rwanda, PHARP (Peace-building, Healing and Reconciliation Programme), continued

Chad, FUMI (Femmes Unies contre la Misère et l'Ignorance – Women United Against Misery and Ignorance), organisations seminars and workshops on sensitisation and awareness-building for women in Moundou, an area in Chad with a high illiteracy especially among women.

producing its radio programmes on trauma, confusion, divisions, hopelessness that resulted from the war and the 1994 genocide in Rwanda. Those programmes aimed at educating the victims of trauma in Rwanda and in the Great Lakes region about trauma and ways of healing; especially personal healing and reconciliation through repentance and forgiveness; at communicating to them the message of hope for a better future as healing and reconciliation take place; and at giving opportunity to those who have experienced healing to help others through their testimonies on Radio.

Besides producing post-war/genocide programmes, PHARP also addressed other important issues that cause trauma, like orphan-hood, widowhood, disability, poverty, to be a refugee, to be hated, to be a prisoner, to be a victim of incurable disease especially AIDS, to be sacked from your job, etc. All these topics were selected from a list of topics suggested by around 60 people whom PHARP approached concerning relevant issues/problems that people are facing in their daily life which should be discussed. Each topic is discussed in terms of its impact on the victims, their response and that of the community (negative or positive), and advice needed.

## Results and Analysis

♦   Tele-Vie-Deo in Burkina Faso produced 6 TV programmes on HIV and AIDS for young people. Those programmes were put on VHS and/or DVD for distribution in 8 French-speaking countries in West and Central Africa.

♦   FUMI in Chad trained its 40 members in effective ways of addressing HIV and AIDS including sensitisation radio programmes, 200 T-shirts with appropriate messages, 10 community mobilisation sessions
♦   In DRC, CAPROF bought and installed the equipment for the 2 radio stations that had been looted during the war in the area. Then it organised training sessions for staff and volunteers on the use of the new equipment, in both locations. CAPROF rehabilitated first the rural radio of Kanyabayonga followed by the Radio Coq. CAPROF is well satisfied with the equipment and its operations.
♦   MIFED successfully facilitated the exchange of information for and between women and young people and empowered them for their participation in the elections that took place in DRC. The on-line bulletin is highly appreciated and continues to be a source of information and exchange for the beneficiaries. Unfortunately, there are some parts of the country where the access to internet is minimal or inexistent and printed copies are too expensive.
♦   In Burundi, the training of around 20 communicators and correspondents from different religious communities and NGOs involved in peace-building in Burundi was timely. The bulletin Giramahoro is distributed not only within the Anglican Church but all churches and other religious communities and NGOs.
♦   In Rwanda, PHARP carried out an informal investigation on trauma-related topics to be addressed in its weekly broadcasts on Radio Rwanda. The selected topics were discussed by different people in different locations before being broadcast. PHARP also sent out questionnaires or visited different localities to find out the impact of

Some of the new equipment installed and being used
(CAPROF - Democratic Republic of Congo)

the broadcasts, whether people listened or not. PHARP received many text messages, phone calls and letters from listeners throughout Rwanda appreciating the broadcasts. One crucial obstacle to PHARP's work is paying the airtime.

## 3.2.   Asia

## Activities

Education comics for Filipino migrants in Hong Kong
Comics are a highly relevant and practical form of information-sharing for Filipino migrant workers in Hong Kong. They have helped migrants to know their social rights, to raise their awareness of current issues that affect their lives, and to mobilise them to get involved in shared activities. In 2006 the Asia Pacific Mission for Migrants (APMM) concluded a year-long project aimed at helping Filipino migrants understand the historical development and present conditions of labour policies and laws in Hong Kong, as well helping them to communicate their situation among their different communities and to decision-makers.
APMM discovered that migrant workers often find it difficult to attend educational activities due to their work and living conditions. Most have to work long hours and have irregular days off. With families and other demands on their time, they find it difficult to keep up with changes in local circumstances or event to know what is going on in their own communities. APMM's educational comic covered political issues such as the labour policies of the Arroyo administration, taxation of membership fees to the Overseas Workers'

Welfare Administration and availability of social services, and also the condition of Filipino migrants elsewhere in the world, notably in Iraq and Lebanon.
APMM's education comic was distributed to Filipino migrant workers in Hong Kong, but also in several other countries including Taiwan and South Korea. Filipino grassroots organizations welcomed the comic. According to them, the comics helped simplify educational and information questions, enabling migrant workers to use their rights to improve their conditions and to communicate more effectively.

National Monitoring and Documentation Network for Economic and Political Rights in the Philippines
Human rights remain a major issue challenging Philippine society. According to the IBON Foundation, this is mainly due to a policy of globalization that has constantly intensified people's marginalization and exclusion. Although human rights consciousness is high in the Philippines, owing to the strong civil liberties movement expressed in what is now popularly known as 'people power', the Philippine government continues to deny the real human rights situation. In view of this, IBON stresses the importance of independent investigative and monitoring work in defence of economic and political rights. There is a need to establish a citizens' monitoring and documentation system to counter misinformation regarding the economic and political situation. This requires efficient and professional human rights advocates, particularly in documentation and research work.
The IBON project aims to develop a nationwide civil society capacity to monitor and

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Women's Media Literacy Campaign
organized by the Women's Media Center
in Cambodia

document human rights issues. In particular, it aims to establish a national documentation network that shall share a common database, conduct researches using surveys, monitors and fact-finding missions as methods, share research results, and publish the results of monitoring and documentation.

So far, the project has successfully organized partnerships and the formation of documentation teams in six out of 10 selected regions. The formation of documentation teams involved many challenges as human rights activists easily become targets of harassment and militarization. Members of these teams are very fluid as many of them are frequently changed due to security reasons. Nonetheless, these documentation teams have managed to function in one way or another. IBON has also conducted a total of six training seminars on documentation and research work, economic and political issues, and media facilitation work; established an infrastructure for national documentation network; carried out monthly monitoring and surveys; and produced various research reports and publications. Not only has the project helped in building capacity for human rights advocates in terms of documentation and monitoring, it has also brought into public debate (through its research, publication and dissemination, media work and facilitation) not just the issue of political and civil rights but also socio-economic and cultural rights. The project has made a valuable contribution to making human rights advocates develop their efficiency and professionalism particularly in documentation and research.

## Highlights

Human rights violations – notably in Thailand and the Philippines – were high on the agenda of WACC Asia (WACC-AR) in 2006. WACC-AR Officers joined various members of Hong Kong-based organizations comprising the Hong Kong Mission for Human Rights and Peace in the Philippines (HK Mission) to visit the Philippines 23-28 July 2006 to discover for themselves the real state of human rights in that country. With the aim of conscientizing Hong Kong people on the human rights situation in the Philippines and contributing to the international campaign to address this concern, they braved rains and possible dangers to go to areas where the violations took place, met with survivors, witnesses and families of victims and engaged with government agencies and other groups on their response to these cases.

In Bulacan, Pampanga and Tarlac, the target areas of the mission, and to varying degrees, all the stories pointed to the prevalence and worsening state of human rights violations in the country – from arson to harassment to enforced disappearances to extra-judicial killings. The military and the police were identified as the main perpetrators of these crimes.

The mission participants observed the ineffective and inefficient attempts of the Philippine government to address the growing call to stop the killings and prevent violations. In press conferences held in the Philippines and in Hong Kong, participants called on the Philippine government effectively and efficiently to address the issue of extra-judicial killings and enforced
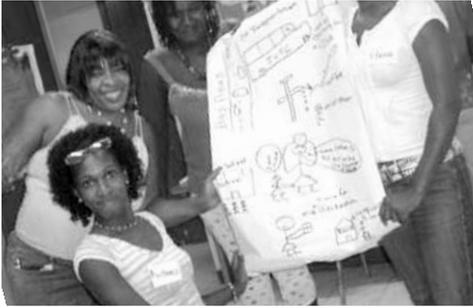
Action for Gender Awareness in Media and Communication project organized by Women's Media Watch, Jamaica.

disappearances among a myriad of human rights violations happening in the country.

## Results and Analysis

The importance of communicating rights in a volatile region such as Asia cannot be overestimated. Time and again WACC supports communication projects in the region that address political, social and cultural rights and seek to empower marginalised peoples. Currently projects in the Philippines, Bangladesh, Burma, and Hong Kong are responding to the needs of peoples and communities whose way of life are threatened by infringements of human rights and/or civil liberties. WACC's mandate to support the oppressed is nowhere more evident than in the vast region of Asia with its myriad cultures, identities, and expectations.

## 3.3. The Caribbean

## Activities

The two proposals supported in the Caribbean region came from one county, Jamaica, from well known institutions: the Caribbean Institute for Media and Communication (CARIMAC) and Women's Media Watch. In the early 90s WACC's support allowed Women Media Watch to survive by providing seed money. It is now the leading group in the English speaking Caribbean involved in media monitoring particularly with regards to the portrayal of violence against women, an issue which constitutes a major concern in the region.

## Highlights

*a.    Communication and HIV/AIDS*
CARIMAC's project recognises the influence of churches and faith-based organisations in their communities and their abilities to impact on values, attitudes and behaviour, including sexual behaviour and practices. Although a critical source of information and education in the community, a recent survey has indicated that on some issues, especially HIV and AIDS and sexually transmitted diseases, many religious leaders are significantly ignorant. Thus the CARIMAC series of workshops on HIV and AIDS and behaviour change for leaders in the faith based community for a region that ranks second after sub-Saharan Africa in levels of HIV and AIDS infection.

*b.    Gender*
In a society with extremely high rates of violent crimes and sexual offences, media messages about acquiring wealth and power through violence and sexual aggression abound. Traditional gender ideologies confront rapid socio-economic and technological changes and result in extreme levels of gender conflict.
The problems addressed by Women's Media Watch project included the lack of critical analysis of the way that mainstream media perpetuates gender inequalities and gender violence; lack of awareness that the media can play in promoting gender equity and social justice; and, inadequate action on gender inequity and gender-based violence.

## Results and Analysis

Both projects have yet to be finalised but

GMMP Media Monitoring Day in Bosnia and Herzegovina.

important advances have been made. Women's Media Watch has developed strong links with other collaborating organisations also interested in addressing the problems described above. Among those collaborating institutions are the Broadcasting Commission of Jamaica, the Mustard Seed Community and Roots FM, Jamaica's National radio and television, the Women's Centre of Jamaica and the Ministry of Education. Such links with other strategic partners are vital if the struggle against media portrayal of violence in general and gender violence in particular is to begin to change.

## 3.4. Europe

What is the core of Christian communication? This essential question was raised during the annual meeting of the steering committee of WACC Europe, held in Malaga, Spain, in early March 2006. The answer in brief was: communication brings people together. Perhaps the most exemplary case in the European context in 2006 was the controversy which erupted after the publication of cartoons of the prophet Mohammed in newspapers in Denmark and other (European) countries. They created a furious debate on religious sensitivity and the right to freedom of expression.

As European communicators we were all involved from the perspective of our own position, opinion, context and job. As individual communicators we had to mediate between particular opinions and those of the organizations that pay our salaries, like church organisations, ecumenical bodies, radio and television stations.

The strength of WACC Europe is that when we meet we can exchange thoughts and output and can sharpen each other. Our weakness is that we lack time and opportunity to collect them as WACC and publish them.

WACC brings people together and offers a platform for communication and networking. At the same time, being part of a multicultural and multi-religious society is a challenge for Christian communicators.

In the past year these starting points affected the activities in which we were involved: a conference in Sigtuna, Sweden, on 'Media, religion and culture' where the issue of freedom of expression and the 'Danish cartoon incident' were discussed on a panel; the European Christian Internet Conference (ECIC) meeting in London (June 2006); and at the biennial Prix Farel, an opportunity for French speaking members to meet on the issue of religion and communications.

## 3.5. Latin America

### Activities

WACC-supported projects in Latin America reflect both the concerns of the Latin American Regional Association of WACC and the political, social and economic context in which they take place.

The last two years have been a period of constant democratic changes where the remnants of the old many dictatorial regimes of the 80s and 90s continued to be dismantled and replaced with new, democratically elected regimes throughout the continent. Latin American governments have begun to look at new common national development

Introducing school children to community radio (Fundación SUMAPAX - Colombia)

strategies and support.

Changes at the political level have not gone hand in hand with profound changes at the economic level and the continent's gap between the rich and the poor is wider than ever. Another concern is that many countries have failed to deal with a growing and deeply entrenched culture of violence against women.

In this context communication rights and democratisation of communication as key components of democracy and tools for ensuring that democratic processes are accountable and transparent continue to be central to the kind of activities supported.

## Highlights

### Communication Rights:

Increasingly throughout the region different groups are claiming and appropriating the concept of communication rights. While some of the grassroots groups have developed a much deeper understanding of what is entailed by communication rights, others, others begin to use the concept for the first time linking their practice and their efforts to have an impact in their community and in the larger society with communication as a central component of their struggles. Communication rights was certainly central to a project implemented in Brazil aimed at blind and visually impaired young people. Working together with Brazil's prestigious Instituto Benjamin Constant which specialises in work with blind and visually impaired people, the NGO Criar produced a 10 programme radio series dealing with

issues such as self-esteem, education, reproductive health and sexuality, gender, culture, citizenship, sports and drugs. The programme were distributed and broadcast by more than 400 small community and commercial radio stations and by Brazil's state radio network. With the CD covers written in Braille the programmes were packaged and distributed to the many institutions that work with disabled people in Brazil.

Communication Rights was also at the centre of a project undertaken by Nodo Tau in Argentina which dealt with the lack of equitable access to Information and Communication Technologies (ICTs) which has led to few spaces for people with less resources and know how to make use of the potential offered by new technologies for democratic participation. Nodo Tau organised workshops aimed at working with the most marginalised sectors to promote the right to communicate, and to train people working in popular communication and to create a coordinators' network for people using ICTs for social development.

### Marginalised communities:

Many of the activities supported by WACC are cross cutting ones. Therefore many of the communities which benefited from projects dealing with Communication rights are also marginalised communities. This is certainly the case of the group CEPAC in a remote area Buenaventura Valle of Colombia where an association of Afro-Colombians received support to renew radio equipment to continue their community broadcast. In remote areas radio continues to be the only communication affordable to these very poor rural communities. In Paraguay, again radio was

the medium to make a marginalised group's voice heard.  This time it was a group of young offenders of the Itaguá Penitentiary which benefitted from the efforts of FM Trinidad to provide education and training workshops in radio skills.   The workshops as well as providing practical technical skills also were aimed at contributing to the young people's re-absorption into society, increasing their confidence and self esteem and improving their contact with family and friends. Thus communication was seen as a tool for rehabilitation of the young offenders.

**Gender**:

Gender is a cross-cutting theme of WACC's supported projects.  It was certainly at the core of the Internet radio series 'Voices from the Past' which through 25 programmes examines and recreates the history of women in the Bible who broke the established rules of their time showing in this way that the characteristics attributed to women by a patriarchal society are not 'natural' but are social construction.

In Guatemala women involved in alternative communication also looked back, this time into the history of their own country, Guatemala, to examine the role of women in different historical periods – from the conquest of Latin America to today.  The research was the basis for the group to provided training for women in radio production and different radio genres.  At the end of the project the group produced a dramatised radio series of five 15-minutes programmes telling the history of women which have played a part in the shaping of the country, shattering in this way the recurring 'invisibility' of women's participation in society.

**Results and Analysis**

Reports from project partners indicate that most of them are satisfied with the results of their programmes and at the some time indicating that theirs is one small step in the right direction of using communication for social change and to contribute to communities' development efforts.

Project partners also highlight the need to be flexible and adapt, and monitor the implementation of the project as it develops.  The themes proposed for the radio series aimed at blind and visually impaired youth had to be radically modified once the project holder realised that disabled youngster had the same interests, needs and desires of any other able bodied group of young people.

And in Colombia, groups of Afro-Colombians as well as groups of young, secondary school students have increasingly become active in their claim for communication rights to build fairer and more equitable communities.

## 3.6.   Middle East

### Activities

*a.      Marginalised communities*
In Egypt, Telecine International (TCI) produced 8 series of approximately 1.5 minutes each, entitled Fillers of Hope addressing gender, environmental and health issues:

♦   Express Your Feelings: Express yourself, share your feelings with those you can trust, develop the skill of praising good things loudly.

General Secretary of The Arab Group for
Christian - Muslim Dialogue (AGCMD)

♦   Feeling Secure: creating healthy models for children to follow.

♦   Celebrating Life: promote your self-worth, every child is special, you are not just an addition to the world.

♦   We Need Each Other: increase the ability to research and asking questions like "Fish can't understand human life". Some facts are hard to be understood but this doesn't mean it is not true.

♦   Be Positive: increase self-confidence, promote child's ability of self-expression, such as: how you are on the inside is important. The way you present yourself shows what you believe in.

♦   Who is a Brother? Increase self-worth, appreciate your family, and recognize the value of friendships.

♦   Environment is Ours: environmental awareness, appreciate environment and look at all the beautiful nature around you and find the source of this beauty.

♦   Be Alert, Listen and Learn: nurture social work and civil responsibility, valuing your role in your own society.

The series involved 7 phases in the following sequence – research, scripting and lyrics, recording, animation works, editing, post-production and marketing and distribution.

Marketing the 8 Fillers of Hope will start soon. It is expected that the above-mentioned stations would air the fillers especially as they are currently successfully airing on these channels.

Media House (MH), a Christian video production organisation in Cairo and one of the largest independent producers of Christian Arabic TV programmes in the region, originally planned to produce.12 video

programmes with the aim to raise awareness about children and young people with learning disabilities, highlight the importance of early intervention. Unfortunately, MH could not raise all the funds needed but it managed to produce 9 programmes. MH planned to contribute to the debate among policy makers and practitioners of the need for better legislation and improved programmes for the disabled. The finished programmes are being aired on national television both in Egypt and in other countries in the region with the hope that they will constitute an effective tool for social change around the issues of disability and the needs of disabled people, especially children and their families, and teachers. The series is also made available on the Internet for wider use.

KAFA (meaning Enough) Violence and Exploitation, established in March 2005 by a group of women lawyers and journalists embarked on a campaign to break the silence and fight all forms of violence and exploitation perpetrated on women and especially on children within the Lebanese society in general and within the family in particular. KAFA worked to sensitize and mobilize youth and children on rejecting all forms of sexual exploitation by increasing their knowledge on children's human rights and child sexual abuse in all its manifestations and consequences. Furthermore, KAFA developed materials to communicate knowledge to the general public and raise their awareness on the issues of child sexual abuse and exploitation. It especially planned to encourage parents and children care-providers to take realistic steps to protect children from sexual abuse. The awareness tool kit that KAFA intended to produce including posters, flyers brochures,

All Participants at the workshop

booklet 'security passport' -- a 10-15 page booklet, including various illustrated situations that might face a child during their daily life in various locations: in school, in the street and within the family, is being finalised. Once finished, this tool kit will be used as a training manual. A documentary film and a VCD are yet to be produced.

*b.      Peace and reconciliation*
The Arab Group for Christian - Muslim Dialogue (AGCMD) is a regional organization in the Arab World. It was formed in 1996 of people involved in dialogue, who represent the different levels of society, intellectuals, grassroots people and movement, people who are active in situations of conflict, Christians and Muslims, men and women from different countries in the ME. The AGCMD had several activities that were done related to interfaith relations, on dialogue, citizenship, fundamentalism and others. This particular project aimed at training 23 journalists, women and men on how to deal with issues related to religious tensions and the positive role they could play in advocating for peaceful co-existence.

## Results and Analysis

TCI project was successful as the 8 fillers were produced and are now ready for the post-production focus groups phase and then the marketing and distribution phase.  The 8 fillers funded by WACC will be added to the 15 fillers funded by ICCO.  The newly produced 8 fillers have a stronger marketing

potential as the 15 fillers funded by ICCO have already been marketed and are currently airing on several satellite channels. This gives the 8 fillers added benefit marketing-wise and all the fillers together, 23 to date, will be distributed to several stations that have previously aired our programs and will thus have a better potential to be aired on stations that haven't aired them yet. A DVD is available with all 8 filler programmes.

MH wanted to enable thousands of parents in Egypt and all over the Arab world, as well as teachers in different institutes, to have a better knowledge of what intellectual challenges children with disability face in order to better deal with these children from the earliest possible age. MH wanted to empower parents by pointing out that though differently enabled, those children are not powerless and that the parents in collaboration with teachers have the legal right to demand public support for the education of their children.

Based on past experience with earlier projects, by making the series available to a variety of channels and on the Internet, MH expects that it will be broadcast and downloaded many times and used in different ways to advance the cause of disabled children.
A final impact/result would be a change of attitudes in the Arab world towards intellectual disability. Moreover, a change in the confidence level of parents regarding their children would also be a success indicator without forgetting how often the series will be broadcast in the Arab world, how many institutes will use the videos, how many parents will watch it. "All these things

will show the first pointers that we have taken the right path".

According to AGCMD's General Secretary "The project was a success despite the fact that the group could not reach a result on writing a code of conduct, which was left for another meeting."

It did attract the attention of the media and alerted the media people on the subject matter. Different institutions, both Christian and Muslim, some of which were visited during the event, sent participants.

The project was also successful in showing how fragile and 'delicate' the situation could be in a pluralistic society. A clear case of this was the film done in Egypt on: Hidden church, and which caused a lot of tension not only between Christians and Muslims but also among Muslims as well.

It did show the reality of the region and how sensitive people are and how quickly they are motivated emotionally. The workshop was successful in targeting the subject matter, and also in bringing out the problems that cause tension and how media should react to it. There is still need of a code of conduct.

In November 2006, the World Day for Prevention of Child Abuse, KAFA jointly with the Higher Council for Childhood of the Ministry of Social Affairs, and organisations working with World Vision, launched a campaign all over Lebanon :"Protecting children from violence: Their right –Our duty, Let's act together now". 35,000 stickers and flyers highlighting different forms of child abuse were distributed on the streets along with a white flower as a sign of peace and non-violence. The same stickers and flyers were also sent to schools, childhood protection NGOs, community centers and other public places. Besides stickers and flyers, posters and pins were also produced as tools sensitisation, lobbying and advocacy.

## 3.7.   North America

### Activities

The activities in North America in 2006 built on those of 2005.  The Region hosted a seminar on the Church and Copyright in Winnipeg, Canada for the annual meeting of the Canadian Church Press.  This built on the Region's financial support for and participation in the 2005 WACC/World Council of Churches global event of the same theme in France.

GMMP Monitoring Day in Fiji

## Results and Analysis

The Region also picked up one of the emerging global themes "Fundamentalisms and the Media" for a major conference held in Boulder, Colorado, USA, which was hosted by the University of Colorado at Boulder. Although the principal focus was on North America, the event also saw WACC members from the Asia, Africa, Latin America regions present papers and participate in panels. Funding for the event came from funds raised by the Region, along with support from WACC Global, and registration fees.  Noted American researcher and writer R. Scott Appleby was the keynote speaker.  Many of the papers presented at the conference were published in Media Development (Vol. 1/2007) This was also an "election year" for WACC - North America.  The annual meeting elected the Rev. Keith Knight as the new president for a three year term.  Joining Keith as officers are: Glory Dharmaraj, Vice-president; Rebekah Chevalier, Secretary; and,  Paul-Edison Swift, Treasurer/Membership secretary.

## 3.8.   Pacific

## Activities

### Production and Publication: Multiracialism Booklet for Schools, Fiji
Citizens' Constitutional Forum (CCF), based in Suva, Fiji, produced 1,000 copies of a multicultural booklet aimed at young adolescents as a means to promote the beauty and diversity of Fiji's many cultural traditions and heritages. The intention was to contribute to the rebuilding and strengthening of mutual understanding, peaceful coexistence and respect for human rights. The need for such a project was felt after political coups in 1987 and 2000, which were extremely violent and which destroyed trust and cooperation. CCF, a leading NGO recognised for its advocacy of democratic ideals, good governance and human rights, believed that secondary school students would benefit from greater understanding of their social and cultural milieu.

### Radio Bosco Seminars FM 89.9, Solomon Islands
This community radio station is situated in Tetere, Solomon Islands, an area of disputes between landowners and poor people. The station's aim is to give a voice to ordinary people and to provide them with a vision of and directions for the future. Young people in Tetere have little access to education or cultural activities; there is ethnic tension as well as few job opportunities. The radio station offers programming focused on community education (providing a space for people to share experiences), health (nutrition, prevention, HIV and AIDS awareness), basic literacy, and spirituality. The radio station has also successfully organized week-long seminars on such issues as media education.

## Results and analysis

The proportion of young people in the populations of the Pacific's 22 member countries and territories is growing. Of the total population of over 8 million, some 1.6 million are aged between 15 and 24 years. Of

these young people, females account for about 47% and males around 53%. This age group comprises about 20% of the total population of Pacific Island countries and territories and represents one of the most dynamic elements in Pacific Island societies. The proportion of the population in this age group is projected to grow at an annual rate of 2.2%. This rapid rise in the number of young people will increase demand for essential social services like education and health, as well as for employment opportunities. As a result, government budgets and services directed at young people will be under great pressure.

Allied with these population pressures is a set of new problems resulting from rapidly changing societies and the introduction of values that clash with traditional cultural norms. Many such values are to be found in today's mass media. In addition, inadequate educational opportunities leave many island young people with limited skills and life choices. These limitations in turn can undermine self-esteem and lead to anti-social and potentially risky behaviour.

In order to participate more in the organisations that represent them, and the life of their communities, young Pacific islanders need to develop a range of practical skills that are not currently available in their school curriculum. These skills include leadership, project development and management and lifestyle skills. In their own small way, both projects described above contribute to the social and cultural development of young people and hope to enhance their leadership capabilities and help them make informed choices about their futures.

# 4. EVALUATION

Evaluation helps improve the way an organisation works and supports future efforts to achieve intended outcomes. WACC encourages and expects all its project partners to include some form of evaluation in their project plans. Incorporating evaluation into planning and management from the outset increases its value as a way to learning from experience.  All potential project partners are asked to explain their evaluation plans as part of the project proposal. Most projects supported by WACC are small in scope.  In most cases, the ongoing or end of project evaluation for projects lasting one year is carried out by the project partners themselves, often using a participatory approach.

In October 2005, the Central Committee discussed plans for a professional organisational evaluation expected to be carried out in 2006. These plans were postponed to 2007 due to the move from London to Toronto during the year.

# 5. FINANCE

## 5.1.  General

WACC is most grateful to all its donors for their continuing support in 2006.The activities that are reported in the other sections of this report take place within the context of the budget which is approved annually by WACC's Central Committee.

During 2006 in addition to its programme activities, WACC disposed of its freehold office premises in London and relocated a major part of its staff to Toronto, Canada. The Trustees authorised the transfer of significant funds to a new Canadian registered company (WACC Canada) by way of grants to be made to the new company. The financial year under review therefore includes a number of exceptional items which would not normally occur, such as substantial capital gains arising from property disposals and exceptional grants made to WACC Canada. The Management Accounts for the year ended 31.12.06, disclose a consolidated net operating surplus for the year of €28,926 - an improvement against the operating budget deficit approved for 2006:
€91,911.  However the final result for the WACC - UK year, taking account of foreign exchange/ property gains, funds written back, and the grants made to WACC Canada (€4,739,354) is a deficit of €2,733,700. The transfer at funds to WACC-Canada ensured

that the "loss" in one side of WACC was matched by an equal "gain" by the other side of WACC.

The audited accounts in the SOFA format (Statement of Financial Activities) reviewed by the Officers and circulated for approval by members 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. As a result of the grants made to WACC Canada, total funds held by WACC at 31.12.2006, €453,199 have decreased significantly from the level of funds held at the end of the previous financial year €3,368,106.

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 e.g. for a project specified by a donor from the WACC project list.

| (In Euros) | 2005 | 2006 | Variation |
|---|---|---|---|
| Unrestricted funds | 2,358,685 | 453,199 | -1,905,486 |
| Restricted funds | 1,009,421 | | - 1,009,421 |
| Total | 3,368,106 | 453,199 | -2,914,907 |

At 31.12.06 overall funds under management in the audited accounts of WACC-UK reflect a decrease of €2,914,907 compared to the previous year.

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

To enable WACC-UK 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 given below.

### Management Account Information WACC-UK

| (In Euros) | 2005 | 2006 |
|---|---|---|
| Core surplus (deficit) | 75,038 | (2,922,496) |
| Co-funding surplus | (77,982) | 188,796 |
| Deficit/Surplus for year | (2,944) | (2,733,700) |

The surplus on co-funding activity for 2006 is attributable to the operations of the DIP programme. More income was accounted from projects reporting in 2006 under the programme than expenditure was incurred on grants paid to new projects in 2006. Outside the DIP programme funds are not normally disbursed for projects within the co-funding budget segment unless the restricted funds to finance them have been received and can therefore be released to match the expenditure. The core budget segment of WACC's activities is monitored against budget.

## Core Budget Summary  WACC-UK

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

| (Figures €˙000) | Actual<br>Euro '000 | Budget<br>Euro '000 | Variation<br>Euro '000 |
|---|---|---|---|
| **Income** | | | |
| Block grants | 1259 | 1373 | - 114 |
| Restricted grants | 49 | 49 | |
| Restricted grant adjustments | 2 | | +2 |
| Other income | 77 | 68 | +9 |
| Membership income in regions | | 18 | -18 |
| **Total** | 1387 | 1508 | -121 |
| | | | |
| **Expenditure** | | | |
| Membership income in regions | | 18 | + 18 |
| Regional development (RDS) | 447 | 475 | +28 |
| Global studies programme (GSP) | 285 | 307 | + 22 |
| Service | 815 | 800 | -15 |
| **Total** | 1547 | 1600 | + 53 |
| | | | |
| **Operating Deficit** | (160) | (92) | -68 |
| | | | |
| Foreign exchange gain | 26 | | + 26 |
| Property disposal gain | 1869 | 2053 | + 184 |
| Grants accrued w/back | 62 | | + 62 |
| Building Repairs Fund | 20 | | + 20 |
| | | | |
| **Core Surplus for Year**<br>(before Grants to WACC Canada) | 1817 | 1961 | -144 |
| | | | |
| Grants to WACC Canada<br>Deduct: | (4739) | | -4739 |
| **Co-funding result** | 189 | | +189 |
| | | | |
| **Deficit for the year** | (2733) | 1961 | - 4694 |

## 5.2. Income: WACC-UK

Block grant income received in 2006 was lower than budget, principally because the grant income target for the Netherlands was not achieved. Structural reorganisation within WACC's partners resulted in a reduction of €100,000 in the funding pledged for 2006 compared to previous years.
Total grant income received for 2006 across all budget sectors before restricted grant adjustments was €2,068,726. The net grant income was €1,540,685 after adjusting for new DIP funds received in 2006 amounting to €180,000 and income from DIP projects reporting in 2006 amounting to €348,041. The equivalent net figures in the past five years were as follows:

| (Euros) | Total Grant Income | Net Income After Restricted Grant Adjustments |
|---|---|---|
| 2004 | 2,459,855 | 1,838,556 |
| 2003 | 2,546,024 | 2,086,182 |
| 2002 | 2,528,135 | 2,104.656 |
| 2001 | 2,662,371 | 2,239,809 |

As disclosed above WACC may be operating within budget but its grant income outside the DIP programme is still following a downward trend.

| 2006/05 | - 14% |
| 2005/04 | - 2.5% |
| 2004/03 | - 12% |
| 2003/02 | - 1% |
| 2002/01 | - 6% |

## 5.3. Expenditure: WACC-UK

Sterling expenditure in the 2006 revised budget approved by the Board of Directors in 2006 was converted into Euros at an average exchange 1.46. This compares with the average actual rates for the year of 1.44 and represents a potential saving of 1.3% against budget due to favourable exchange rate movements.
Combined payroll and travel costs across all sectors were in line with the budget.

Within the Services Sector, Central Office and Meeting costs were underspent by 16% at the year-end compared to budget – largely because most of the costs budgeted for the Executive Committee meeting were incurred from Toronto and not from London. There were a number of costs where actual expenditure exceeded budget including equipment rental/maintenance, depreciation, loss on disposal of office fixtures and relocation costs. Overall the sector was modestly overspent by 2%.

Expenditure within Regional Development (RDS) and Global Studies Programme (GSP) Sectors includes both programme and some sterling costs (salaries and travel). From the core budget summary above it is clear that the RDS and GSP budgets were under spent (5.89% and 7.16% respectively).
The budget for 2006 revised, includes estimates for property disposal gains covering three properties held within the shared equity scheme, in addition to the gain expected from the disposal of the freehold office premises. Only one of the properties held under the shared equity scheme was

sold by the end of the year and as a result gains earned from property disposals fell short of the budget by €184,000.
A restatement of the figures for expenditure, to present the results for the year in the new SOFA Format  and adapted to meet the reporting requirements of SORP 2005, which includes both core and co-funding activity, is as follows:

## Total Resources Expended: WACC-UK

| (Euros) | 2005 Actual | % | 2006 Actual | % |
|---|---|---|---|---|
| **Cost of generating funds:** | | | | |
| Fundraising costs | 179,621 | 8.5 | 137,650 | 2.1 |
| **Charitable Expenditure:** | | | | |
| Costs of activities in furtherance of charity's objects | | | | |
| Direct grants paid | 845,138 | 40.1 | 5,444,056 | 82.4 |
| Programme activities | 555,554 | 26.3 | 392,241 | 5.9 |
| Advocacy  and education | 293,594 | 13.9 | 222,267 | 3.4 |
| Total cost of activities in furtherance of charity's objectives | 1,694,286 | 80.3 | 6,058,564 | 91.7 |
| Relocation costs | | | 230,936 | 3.5 |
| Governance costs | 235,661 | 11.2 | 180,349 | 2.7 |
| **Total Resources Expended** | 2,109,568 | 100% | 6,607,499 | 100% |

# 6. DONOR PARTNERS

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

Bröt Für Alle, Switzerland
Canadian International Development Agency
(CIDA)
Chinese Christian Literature Council, Hong Kong
Community Media Association /EquaMedia, UK
Council for World Mission, UK
EED, Germany
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
Open Society Foundation, Switzerland
Presbyterian Church of Canada, Canada
Norwegian Church Aid, Norway
Stichting Rotterdam, The Netherlands
United Church of Canada, Canada
United Methodist Church, USA
WACC, North America Region
Women's World Day of Prayer, Germany

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# WACC Staff

## 2006 – A year of transition

### London Staff 2006 and transferred to Toronto August 2006

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### London Staff 2006 and not transferred to Toronto

| | |
|---|---|
| David Blagbrough | Resource Development Coordinator |
| David Lin | Regional Coordinator, Asia and the Pacific |
| Anna Turley | Coordinator, Women's Programme |
| Myriam Horngren | Advocacy and Network Coordinator (CRIS Campaign) |
| Kenneth Mpopo | Project Assistant, Africa, the Middle East and the Pacific |
| Gregory Bonet | Project Assistant, Caribbean, Latin America and Asia |
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