

Communication is peace



WACC *in* 2008

About WACC

The World Association for Christian Communication (WACC) is a professional, international, ecumenical organization that promotes communication rights for social change. It works with people of all faiths and none who share its vision and values. Its worldwide membership includes communicators working at local, regional and global levels.

WACC works for peace – giving preference to the needs of the poor, marginalized and dispossessed. It believes that communication is a basic human right that defines people's common humanity, strengthens cultures, enables participation and creates community.

WACC initiates co-operation among Protestant, Orthodox and Roman Catholic communicators and believes that genuine communication is the basis for understanding among people of other faiths and ideologies.

WACC offers professional guidance on communication issues and policies, interprets developments in global communications, and explores the consequences of such developments for churches and communities everywhere.

Message from the General Secretary

Peace is Communication. With that assertion at the start of 2008 WACC launched, pursued, and created nourishment for those who hunger for peace. We were not alone in this pursuit for journalists, women's groups, communities of faith, researchers and activists joined us in our journey, especially through participation in Congress 2008 which focussed primarily on the role of "communication is peace" in building a sustainable world. We shared a common conviction: that peace is not just an absence of war, peace is a way of life realized when individuals, communities and all those in this global village find ways to communicate honestly, freely, openly, and directly with one another.

Our vision is that of communication creating community, seeking justice, building cultures, and offering a space where people participate freely with a prophetic vision of what it means to live fully in God's realm.



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In a recent award ceremony to honour the work of a journalist, the Governor General of Canada, born in Haiti, a journalist herself, and now the resident head of state for the country, spoke of the task of journalists. The following excerpts reflect her view of communication:

The journalist I was and the Governor General I am know that journalism plays a vital role in asserting the civic responsibility of a community, a country and the world.

I have seen that the pens, microphones and cameras wielded by journalists can also act as instruments of social transformation.

Faced with a world that always seems to be in crisis, robbed of its dignity, stripped of its beauty, divided in its fragility, warming at its poles, and assaulted by the fluctuations of its economies, we must also be given the power to reflect, raise our awareness and seek clarification.

Seeking peace and building more sustainable communities is integral to WACC's strategic plan for 2008 through 2011 and is reflected in our communication for peace theme. We will continue to support thematic work in recognising and building communication rights; media and gender justice; communication and poverty; HIV and Aids, communication and stigma; and, communication for ecumenism. WACC continues to develop these themes through a rich array of partnerships and programmes. This report contains illustrative stories of our work in each of these strategic areas.

Building on WACC's previous work in the field of communication rights we launched, in early 2009, the Centre for Communication Rights. Initially the Centre is an online portal but it has quickly become a place for researchers to share ideas, and for new initiatives to be recognized, as the Centre steadily builds an online presence and a virtual network of people dedicated to the cause. The next few years will see the further development of the Centre in the role and communication ministry of WACC.

2008 also marked the end of another five year cycle of our Global Media Monitoring Programme and we are well underway in planning and implementing the next (fourth) cycle with GMMP 2009-10.

In June 2008 WACC received a report from a consultant commissioned to review our organization and structures. His Organizational Assessment has given us clear guidelines as to how we can evolve from a good organization to a great organization. Much of that work was initiated in 2008 and will be continued through 2009. We anticipate implementing all of the 32 recommendations by the end of 2009.

This document is a book of many stories, each a reflection of how, through communication, WACC is following the mandate to "seek peace, and pursue it". A dream? We hope so! A vision? Yes!

Randy Naylor, General Secretary

2008 | Programme

WACC addresses a broad range of communication issues worldwide, including North America and Europe. In 2008 WACC was privileged to work with partners on **35** projects in Africa, Asia, the Caribbean, Latin

Media and Gender Justice

NEPAL: Campaign on Media Literacy for Women, Asmita Women's Publishing House

Following a similar initiative in Morang and Rupandehi districts of Nepal, ASMITA replicated the campaign in Banke and Sunsari districts. Media literacy materials used were a Media Monitoring Manual and the booklet "Useful Media-Active Consumer" published in Nepali. 29 newspapers and magazines, 9 radio programs and 8 television programs were monitored over the project period. Nepali media were found to follow patterns of gender imbalance and stereotyping, mirroring the findings of the Global Media Monitoring Project (GMMP). Interactions with media producers and media consumers provided public platforms for debate and for change-oriented advocacy. Media consumer women's groups were formed to continue with media literacy work beyond the project period.



PERU: Media Literacy for Secondary School Students with a Focus on Gender, Comunicadores Asociados, Centro de Producción, Capacitación e Investigación en Comunicación Social

The project worked with students at Fe y Alegría No. 43 of Ventanilla, Lima to build capacity and create spaces for gender-focused critical reflection and analysis of messages in the mass media. 25 teachers gained skills and tools to educate students on the media. 700 students benefitted from the project, producing educational communication materials and participating in workshops to analyze mass media messages from a gender perspective. Methodologies for teaching reception, analysis and production of media messages from a gender perspective have been institutionalized. An active student 'communicators club' and radio have been established through which students produce and broadcast messages on gender equality.



America, the Middle East and the Pacific. **10** of these related to 'Building and recognizing communication rights'. Under WACC's other programme priorities, **3** related to 'HIV and AIDS, communication and stigmatisation',

4 to 'Media and gender justice', **3** to 'Communication and poverty', **2** to 'Communication for ecumenism', **13** to 'Communication for peace'. The following are highlights from the six different programme areas.

Recognizing Communication Rights

PERU: Citizens demand better TV



Peru's Association of Social Communicators Calandria organized a 'Media Parliament': an exercise in active citizenship which brought together students of communications, concerned citizens, educators, members of the Peruvian Congress and media activists as well as representatives of social organizations. Held in four of

Peru's main cities, the consultations were the culmination of a process that encouraged citizens to engage with mainstream media in order to provide feed-back and to propose changes to the content offered by Peruvian TV. The Lima consultation was held in the facilities of Peru's Congress. Extensive media coverage of the event in Lima guaranteed that the other three 'parliaments' got almost as much media exposure as the one in the capital city.

CONGO: Rural women launch community radio station

The inhabitants of Mugogo, a village in the province of Sud-Kivu, some 2,000 kilometres from Kinshasa, the Democratic Republic of Congo's capital, will remember 4 January 2008 as a very special day in the life of their community. That was the day when the first broadcast of Radio Bubusa hit the air. The idea of the radio station was first mooted by Sauti ya Mwanamke (SAMWAKI) towards the end of 2003. In 2008 the idea came to fruition. The first broadcast surprised more than one listener with its unique blend of traditional songs interspersed with a voice that announced in Mashi (a local dialect) the name of the station and the place it was coming from: Radio Bubusa, broadcasting from Mugogo.



Communication for Peace

EL SALVADOR: Documentary communicates need for truth and reconciliation

El Salvador is still coming to terms with the atrocities committed during the Civil War which raged from 1980 to 1992. *Colima* is a 59-minute documentary which recounts a particular massacre by the paramilitary which took place on 17 March 1980 in the village of Ingenio. The documentary was produced by the audiovisual department of the Universidad Centroamericana and has been screened in cinemas throughout El Salvador. It will also be broadcast on local television channels and screened at international festivals. Producing the documentary has helped a judicial process of exhumation of victims, their identification, and the return of the bodies to their families.



CONGO: Television programmes contribute to the peace process

The Democratic Republic of Congo has been going through a process which has led to legislative and presidential elections. And yet women continue to suffer all kinds of injustices and young people to feel marginalized. MIFED – the International Women's Movement for Democracy and Development – addressed the issue of raising awareness about the need to participate as citizens in the process of reconstructing the country and consolidating peace.

It produced and broadcast a series of 15 television programmes about peace, democracy and citizens' participation; identified different groups to participate in televised discussion forums; and held awareness-building sessions in schools and universities.



Communication and Poverty

MEXICO: Coal widows speak out



Viudas del Carbón ('Coal Widows) is a 60-minute documentary that encourages women of all ages to speak about their lives, their families, and the hardships they face. It reveals the resilience with which they have faced their loss. With the support from WACC,

a local NGO called Didaxis has filmed some of the women who have been widowed and left to fend for themselves after mining accidents killed their husbands.

Production of the documentary marked the second anniversary of the tragedy of Pasta de Conchos when the mine of the same name exploded leaving 65 miners trapped below ground and the authorities decided to seal the mine without recovering the bodies. It also marked the beginning of a campaign of national and international awareness that seeks to challenge the impunity of the mining companies involved.

INDIA: Challenging media standards for reporting poverty

A third of the world's 1 billion people living in poverty in the world are in Asia. Yet the mainstream media in Asia give scant coverage to the problem.

In an effort to address this deficiency WACC's Asia Region (WACC-AR) launched a project to examine the coverage of poverty in India with the aim of proposing reporting standards that will contribute to the reduction and/or alleviation of poverty. The findings from the study were used in three workshops in Delhi, Kolkata, and Chennai with the mandate to develop reporting standards that could be used in other areas of India and ultimately throughout Asia.



HIV and AIDS and Stigma



Christian Council of Ghana (CCG) Project

The fight against the HIV/AIDS pandemic is hampered by a pervasiveness of the incidence of stigma and discrimination against people living with HIV and AIDS (PLWHA). The Christian Council of Ghana (CCG) and WACC designed the project to reduce stigma and discrimination through coordinated rights-based and gender-sensitive communication advocacy initiatives. CCG is a research-based advocacy institution that engages member churches, local council of churches and citizen groups with local and national government on social and economic policy in Ghana. The project involves religious leaders, traditional leaders, women and youth leaders, teachers, health workers, media practitioners and PLWHA in Ga West and Dangme West Districts of the Greater Accra Region and the Lower Manya Krobo District of the Eastern region 3 districts in Ghana.

The project has been underway for one year now. During this period, training materials were prepared for application in workshops to increase HIV/AIDS-related knowledge and build advocacy capacity of religious leaders, other key local influencers and PLWHA to combat stigma and

discrimination. The training materials were informed by field research in the districts to gather first-hand information from PLWHA, their families, community members, and other key influencers on behaviours that are stigmatizing and discriminatory, and the extent to which socio-cultural and gender inequalities influence and reinforce stigma. In addition to confirming the prevalence of not only stigma towards PLWHA but also gender disparities, with a tendency to direct the brunt of stigma towards women, the research revealed a window of opportunity for dealing with the issue as some family and community members do render support to PLWHA. The study findings suggested the need for intervention activities to incorporate traditional authority figures, Assembly, women and men, teachers, youth leaders, elders, family heads, as well as institutions like the church and the media. The training materials have been applied to training of trainer workshops for the beneficiary groups. The workshops will continue into the second year of the project implementation period, among other project activities.

Funded by the UK-Department for International Development (DFID), the project will be completed in September, 2011.

BENIN: Breaking the Silence around HIV and AIDS, Espoir de Famille (EPFONG)



The project objective was to propel the church in Benin adopt a Christian response to the pandemic, through training and provision of audio-visual materials. 20 church pastors from different denominations, 40 women leaders and 60 youth

activists benefitted from the training. A documentary film was screened in 10 villages and 12 interactive radio broadcasts were aired on 3 local radio stations. Beneficiary churches have established ministries to provide psychosocial support to people living with HIV and AIDS (PLWHA). They also dedicate 5-10 minutes during the church service to discuss HIV and AIDS. The youth continue to counsel their peers within anti-AIDS clubs. The number of PLWHA disclosing their status to their pastors has increased and numerous church attendees are voluntarily getting tested for HIV.

NIGERIA: Building the Capacity of Church Leaders on HIV and AIDS, Hope for AIDS Outreach (HFAO)

The project equipped 97 church leaders with skills to address stigma and discrimination against people living with HIV and AIDS (PLWHA). 16 churches have sustained the HIV Counselling Services departments began as a result of the project. A network of Pastors Concerned about AIDS in Nigeria (PCCAN) was founded, and 10,000 copies of a booklet 'What Every Christian Should Know and Do About HIV/AIDS' was produced. The project led to the nomination of HFAO for the prestigious HIV/AIDS National Award, the Red Ribbon Award 2007 for the Breaker of Silence



category. For the first time in the country, a large number of senior pastors gathered to be publicly tested for HIV. The event was reported live on media, undeniably a powerful strategy to stem the spread of AIDS at the same time challenging stigma against PLWHA.

Communication for Ecumenism

CUBA: Revitalizing the communication outreach of the churches



The Cuban Council of Churches (CII) strengthened its communication effectiveness by holding a number of workshops aimed at training and updating its professional staff. The workshops took place in the city of Havana, and in three of the country's provinces, and focused on setting up

a network of correspondents whose task will be to report on significant events in their localities. The CII also produced a basic manual on communications to be used by workshop participants, contributed to 24 radio programmes in the series 'El Evangelio en Marcha' and, for the first time, produced a Christmas television programme.

LEBANON: Strengthening inter-faith understanding and dialogue

The Arab Group for Christian Muslim Dialogue (AGCMD) organized a series of activities involving Christian, Sunni and Shiite religious leaders and representatives. A regional meeting on inter-religious dialogue and mutual respect between Muslims and Christians took place. Participants emphasised the need for deepening common values and developing a common vision. A second gathering discussed a document of mutual respect between Muslims and Christians drafted over a period of one year. And a third meeting brought together around 300 people, from all confessions and sectors, for brief lectures and in depth discussions. A manual on mutual respect was produced together with a booklet on reconciliation.

2008 | Outreach

Websites

Detailed information and news about WACC, its activities, programmes, public statements, resources and initiatives can be found on its global website at www.waccglobal.org. The website is crucial in maintaining links with WACC partners and alliances around the world. It receives an average of 20,000 visits every month. New features and sections were added on the website to illustrate WACC's global work and activities. The homepage contains global and regional news, programme updates and feature articles. The website also contains information on WACC's major communication programmes with links to detailed information and resource materials.

Two special websites for WACC's Media and Gender justice and Communication Rights programmes are available at www.whomakesthenews.org and www.centreforcommunicationrights.org respectively. Information about WACC's regions is also available on the website. With the recent restructuring to allow a user-friendly content management system, *Joomla*, regions can now easily maintain and update their own websites.



Publications



Media Development, WACC's international quarterly journal, aims to bridge the divide between communication practitioners and academics. In 2008 it looked at different aspects of Communication and Poverty, Censorship and Haiti, Communicating Science and Communication and Peace.

Media Action, WACC's electronic monthly newsletter is distributed to about 10,000 subscribers, members and partners world-wide. The newsletter, produced in English and Spanish, covers WACC's activities, global and regional stories related to communication. 14 issues were produced in 2008 including six special editions on WACC Congress 2008, held in Cape Town, South Africa, October 6-10. The special issues covered the Congress daily proceedings and reflections from participants and keynote speakers. The newsletter is subscribed online at: <http://waccadmin.info/phplist/?p=subscribe>



Two six-page **No-nonsense Guides** to 'Peace Journalism' and 'The Digitization of the World' were also published.



Media and Gender Monitor, is a bi-annual publication from the WACC Media and Gender Justice Programme distributed to more than 3,000 individuals and organisations worldwide. It aims to articulate the concerns of the Programme from global, regional and local perspectives and address a wide range of gender and communication issues.

Photo Competition

The annual photo competition was held for the fifth time. This popular event, run on Flickr, brings together hundreds of photographers from around the world to portray a particular subject related to communication. This year's theme was *'Women and Communication.'* More than 700

photographers participated in the competition. The winning photo was submitted by a photojournalist based in Kabul, Afghanistan. Each year, the winning photo is awarded \$500 prize while five photos win commendations and are awarded \$200 each.



2008 winner: Leslie Knott with 'Burqa interview'



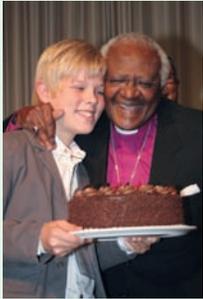
Commendations (clockwise from left): 'Tibet Uprising Day' by sirensongs; "Playing with a camara", by Boaz rottem; 'Central Americans protest free trade treaty' by Paul Jeffrey; 'Dejar marca en la ciudad (leaving a mark in the city)' by Flora G; 'Woman of Courage : Mariya' by Mohamed Abdulla Shafeeg.

Film

The work of the Ecumenical Film Juries in Berlin, Cannes, Locarno, and Montreal was supported in partnership with INTERFILM. The documentary *Shock Waves* (InformAction Productions) – winner of the best Canadian documentary on international development (2008) – was awarded the WACC-SIGNIS human rights film award. It depicts the realities of local radio reporting in the Democratic Republic of the Congo – a country torn by civil war in which people are struggling to rebuild their communities. The documentary was screened to great acclaim during WACC's Congress 2008.



Congress



WACC's global conference – Congress 2008 – was the landmark event of the year. The Congress, whose theme was "*Communication is peace: Building viable communities*" – was held on 6-10 October, in Cape Town, South Africa. It was the fourth Congress since WACC came into being in 1975 and the first time to be held in Africa. About 300 communication professionals and peace advocates from 73 countries attended.

The highlight of the Congress was the opening address by Nobel peace laureate Archbishop Emeritus Desmond Tutu. Keynote presentations, film screenings, discussions, workshops and encounters learning streams' led by globally recognized specialists also marked the event. In addition, more than 45 'exploration sessions' were offered by participants on their subject area of expertise. The diversity of choices on offer reflected the multiple perspectives and depth of experience of WACC's global network of members and affiliates.

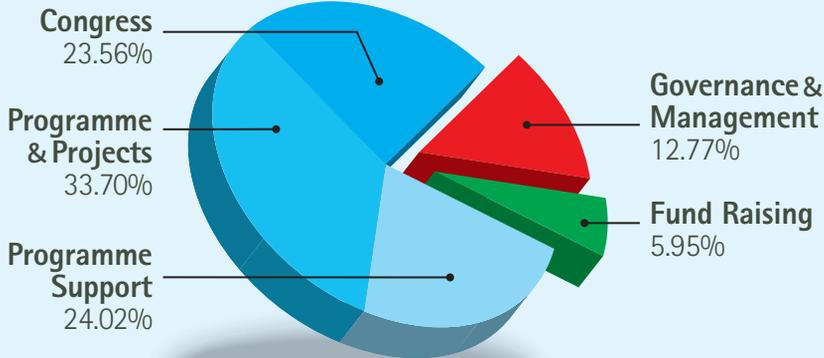
Participants received a certificate for continuing education credit endorsed by four educational institutions with international standing. Renown investigative journalist, Amy Goodman, host of Democracy Now!, a daily TV/radio news show airing on more than 700 stations worldwide, was awarded WACC's Communication for Peace Award at the Congress.

The Congress culminated with a declaration distributed world-wide which proclaimed that "there can be no peace without justice, no real development without peace and that building and maintaining peace requires inclusive, participatory communication." In the declaration titled 'Communicating people's stories builds peace' WACC joined the World Council of Churches and others in calling for 2011-2020 to be designated by the United Nations as the 'Decade of Interreligious Dialogue and Cooperation for Peace.'

An educational DVD on 'peace communication' designed to be a dynamic, interactive distillation of key learnings and questions shared during Congress 2008 was produced in partnership with the United Church of Canada and the Anglican Church of Canada, and was made available in 2009.

2008 | Financial Overview

WACC Canada
and WACC UK
2008 Expenditures



Total Expenditures \$ 3,473,741.00

2008 | Funding Partners and donations that supported WACC programme in 2008

**WACC
would like to
thank its funding
partners for
their continued
support.**

Anonymous(2)	Open Society Foundation, London, UK
Anglican Church of Canada	Presbyterian Church of Canada, Canada
Bröt für Alle, Switzerland	Religion Communication Congress 2010, USA
Council for World Mission, UK	Stichting Rotterdam, The Netherlands
David and Lucille Packard Foundation, USA	United Nations Development Fund for Women (UNIFEM), USA
The Department for International Development (DFID), UK	United Church of Canada, Canada
EED, Germany	United Methodist Church, USA
Evangelical Lutheran Church of America, USA	Women's World Day of Prayer – Germany
Evangelical Lutheran Church of Finland, Finland	World Council of Churches, Switzerland
ICCO, the Netherlands	

2008 | Governance and Staff

WACC is governed by a Board of Directors of which the majority are elected by their Regional Association. WACC has eight Regional Associations namely: WACC Africa, WACC Asia, WACC Caribbean, WACC Europe, WACC Latin America, WACC Middle East, WACC North America and WACC Pacific. See www.waccglobal.org for more information.

In 2008 the President was Dr Musimbi Kanyoro from Kenya and the Vice-President was Mr Piet Halma from The Netherlands. At the board meeting in October 2008, Mr Dennis Smith from Guatemala was elected President and Mrs Praxedis Bouwman from the Netherlands was elected Vice-President. Mrs Amany Latif Ebied from Egypt is the Secretary, while Rev Young-Cheol Cheon from Korea is the Treasurer. The Rev. Randy Naylor from Canada is the General Secretary.

Programme Staff

Lavinia Mohr	Director of Programmes and Deputy General Secretary
Philip Lee	Deputy Director of Programmes and Editor of Media Development
Julienne Munyaneza	Programme Manager
María Teresa Aveggio (Aguirre)	Programme Manager
Sarah Macharia	Programme Manager
Kristine Greenaway	Programme Manager
Upasana Sharma	Research and Programme Planning Officer
Dave Wanless	Congress Arrangements Coordinator

Services Staff

Tim Meadley	Manager of Administration
Teresia Mutuku	Communication Officer and Website Manager
Juan Carlos Recio	Funding Development Coordinator
Gisèle Langendries	Administrator for Funding and Programmes
Richard Cridlan	Finance Controller and Programme Manager
Jitu Somani	Finance Manager
Edgar Bernal-Martinez	Administrative Assistant
Mike Rowse	Web Development Coordinator
Lisa Sondergaard	Summer intern

2008 | Membership

WACC is a membership-based organisation. At the end of 2008 it had 239 Corporate Members, including churches, publishers, media outlets, educational institutions, and commercial organisations, and 310 Personal Members, most of whom were communication professionals. These Members were located in 129 countries around the world.

The membership is organised in eight geographic regions, each governed by a Regional Executive elected by the Members in the Region. All but four members of WACC's Board of Directors are appointed by the Regional Executives. This governance structure ensures that the organisation remains connected to communications practitioners and that it is able to respond to their needs.

In addition to its Members, WACC has nearly one thousand affiliates. This means that over 1500 individuals and organisations have indicated their support for WACC's mission.

In 2008, the Board of Directors endorsed a plan to enhance membership benefits, which will be implemented in 2009.

Media Development, WACC's quarterly international journal, is provided to all Members. Non-members are able to subscribe to the journal, which currently has a circulation of about 1000. Members also receive copies of WACC's electronic publications, including the monthly newsletter *Media Action*, which is published in both English and Spanish. This is freely available to WACC's supporters and currently has a circulation of over 7000. *Media and Gender Monitor*, an electronic publication which focuses on issues related to media and gender justice, is also sent to members and is open to others to subscribe. It currently has a circulation of over 400.

The annual membership subscription is as follows:

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

A membership application form is available on the website at www.waccglobal.org

www.waccglobal.org

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