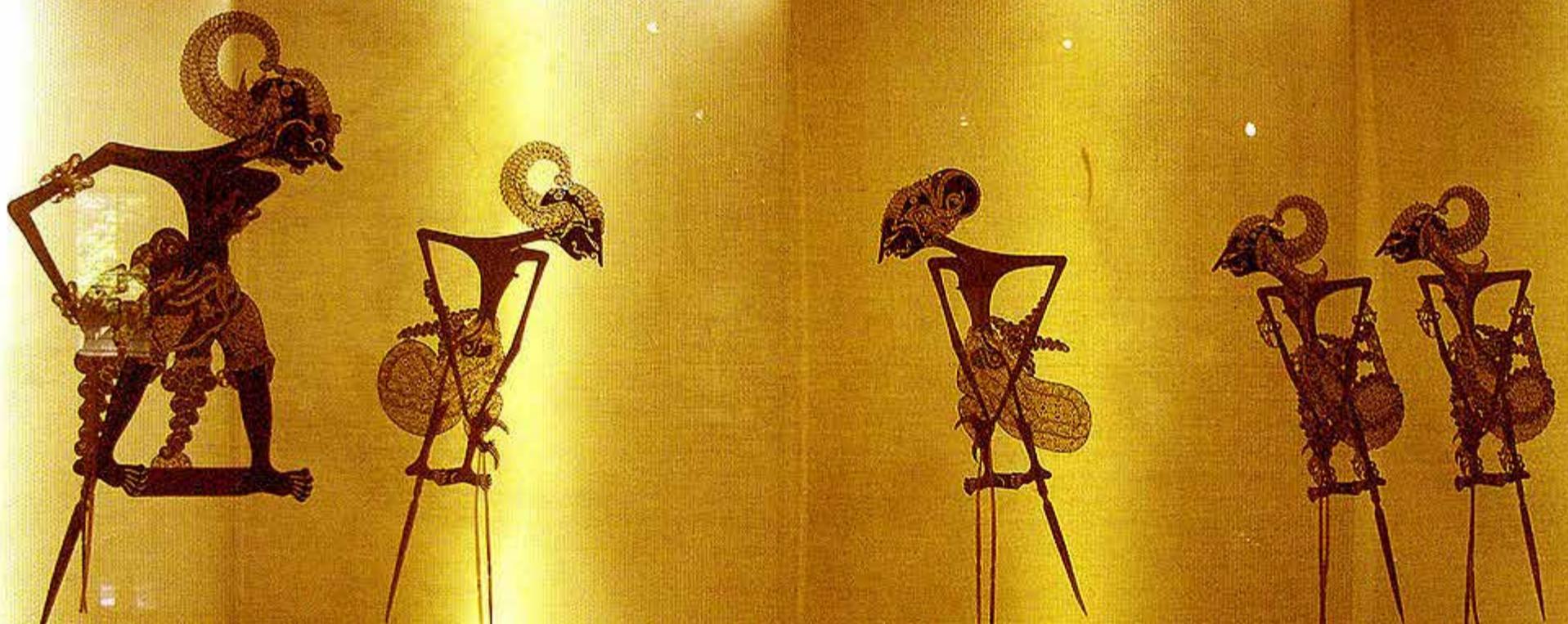


making  
marginalized  
people  
visible



**2012  
WACC  
Annual  
Report**



## Vision

## Communication for All

## Mission

The World Association for Christian Communication (WACC) is an international organization that promotes communication as a basic human right, essential to people's dignity and community.

Rooted in Christian faith, WACC works with all those denied the right to communicate because of status, identity, or gender. It advocates full access to information and communication, and promotes open and diverse media. WACC strengthens networks of communicators to advance peace, understanding and justice.

**Cover Image:**  
**Indonesia** The five Pandava brothers of the Mahabharata in the Javanese wayang kulit.  
**Credit:** Gunawan Kartapranata

**Above:**  
**Mali** Rural villages wstill need literacy.  
**Credit:** Ami Vitale / Panos

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## Message from the General Secretary



For WACC 2012 has been a year of transition. We have made that transition in many ways:

- To a new Strategic Plan (2012-2016) which was designed from A to Z in cooperation with WACC's constituency and networks. This led to a Tactical Plan and an Operational Plan at the global office level and to further plans of action in the WACC regions.
- A more focused operational approach, profiling WACC as a cutting edge organization with regard to communication rights and social justice issues.
- A new way of engaging with Directors through committees and task forces, thereby opening the organization up to more participatory processes.
- A revised version of WACC's Principles of Communication which responds to the pressing ethical and moral issues of ICTs and the realities of information societies.
- The implementation of a new marketing strategy that led to new initiatives in direct mailing, a first time on-line fundraising campaign and contacts with possible partner organizations in Canada.

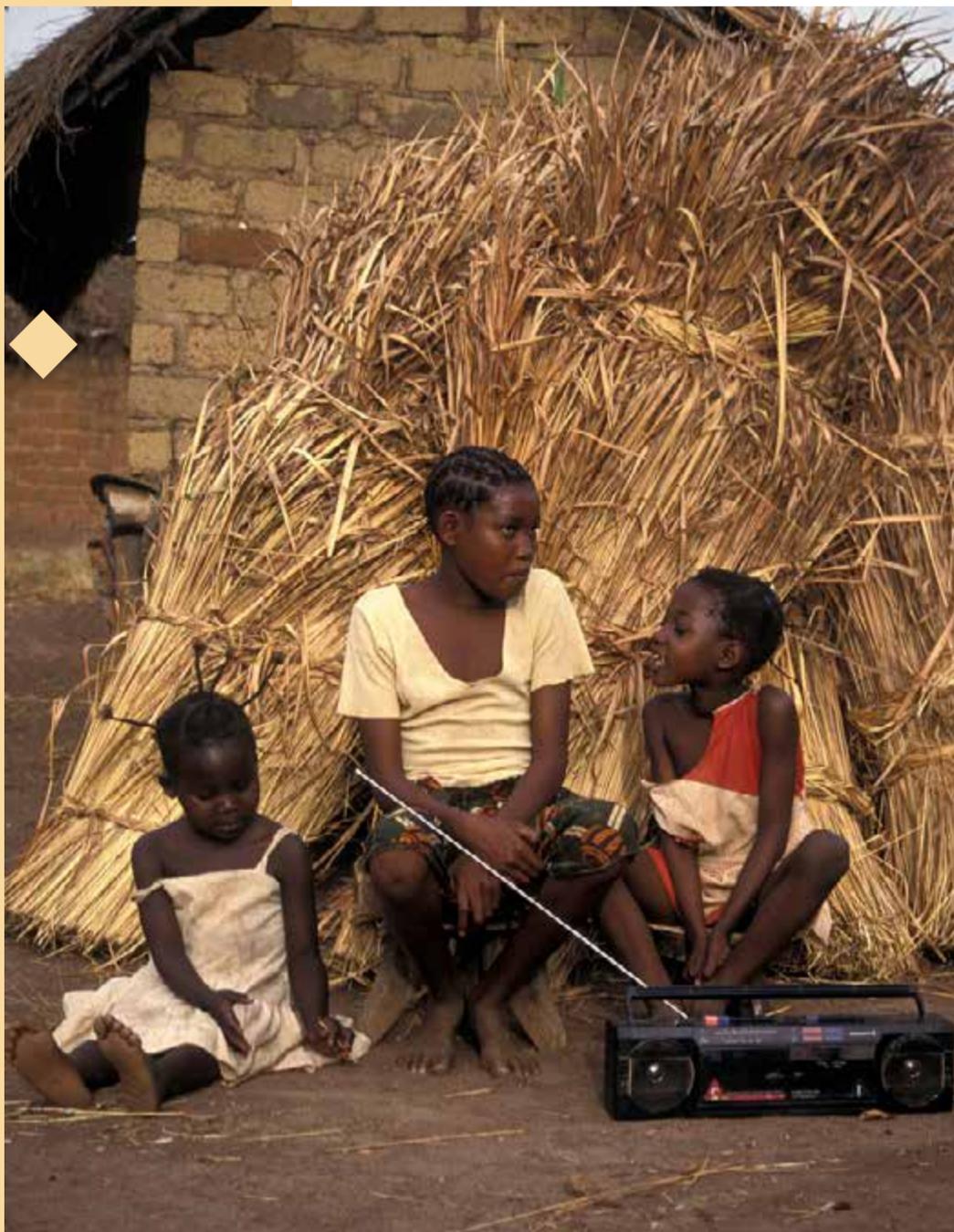
This Annual Report with the title "Making Marginalized People Visible" is a reflection of how WACC on the one hand has been accompanying projects from the previous Strategic Plan with the objective of successfully bringing them to closure, while on the other hand step by step moving into the new Strategic Plan with new initiatives and activities.

At WACC we carefully planned this transition being mindful of the legacy and the partnerships that we want to respect and honour, but also being faithful to the new mandate WACC's Board and constituency has given to us – which is best expressed in WACC's new tag line: "Communication for All".

**South Sudan** Repairing equipment outside a new satellite transmitting station.  
**Credit:** Sven Torfinn / Panos

WACC's Principles of Communication underpin, guide and affirm our initiatives by drawing attention to the central role of communicators "who discern the ebb and flow of political, economic and cultural power in a particular time and place" and who can "use their insights to denounce the abuses of the powerful and to defend the dignity of widows and orphans, outcasts and strangers."

The Principles affirm that "Communicators can also announce the good news of how God is working in our midst to bend human history toward justice and peace. Such discernment takes on lasting meaning only when words are accompanied by action."



Yet, "To challenge injustice is to challenge the 'principalities and powers' and may carry a high price. ... *Communication for All: Sharing WACC's Principles* affirms the centrality of communication – including mass, community and social media – in strengthening human dignity and in promoting democratic values and social justice. In particular, the principle of 'communication for all' restores voice and visibility to vulnerable and disadvantaged groups in a spirit of genuine solidarity."

In this spirit and in the course of 2012, WACC also initiated Leadership Training for its Board of Directors and Regional Executive Committees with the aim of meeting the requirement of WACC's new Strategic Plan to strengthen governance and management structures. During the year, members of WACC's Board of Directors received training and training programmes were successfully conducted in seven of WACC's eight regions led by the Craighead Institute,

a non-governmental organisation that "offers a range of supports for individuals and organisations during times of transition, uncertainty, significant change, growth and development." I would like to express my deepest gratitude to those members, partners, and friends who promote through their actions, financial support and personal witness, WACC's vision and programmes.

Making marginalized people visible is one of many ways of witnessing to what we mean by "Communication for All"

**Central African Republic** Listening to the radio in a small village. **Credit:** Giacomo Pirozzi / Panos

## Learning Resource Kit for Gender-Ethical Journalism and Media House Policy



WACC and the International Federation of Journalists (IFJ) launched a new resource to promote gender ethical journalism in November 2012. The *Learning Resource Kit for Gender-Ethical Journalism and Media House Policy* is the outcome of collaboration in July 2011 to promote fair gender portrayal within media houses and the journalistic profession.

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

The resource kit says that “portraying gender in a fair and ethical manner will only occur when it becomes a concern for everyone in the newsroom and beyond. Journalists, photographers, news editors, camerawomen and cameramen, cartoonists, media employers, self-regulatory bodies, journalists’ schools, associations and unions, all have a role to play in ensuring that media become an effective mirror of society. Civil society actors can support this process through monitoring, dialogue and positive partnerships with media”.

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

The 2010 Global Media Monitoring Project revealed a global average of barely one woman in every four people was seen, heard or read about in news stories. This is an improvement from 15 years ago when it was less than one in five. However, the pace is slow. The new resource will help media decision makers, media professionals and engaged media audiences increase the pace of change towards fair representation and portrayal of women in reporting.

“ We know that quality journalism is ethical journalism, and that ethical journalism includes full and fair representation of the actions, opinions, concerns and aspirations of women around the world,”

*WACC’s Deputy General Secretary Lavinia Mohr.*

“ In the past years, the lack of gender balance in news reporting has been one of IFJ’s greatest concerns in upholding journalists’ ethics,”

*IFJ General secretary Beth Costa.*

“ This is a great resource kit ! We have already shared it with our current batch of trainee journalists at CARIMAC and the Press Association of Jamaica, and Editor of the national newspaper the Gleaner. We’ll be sharing it with many more.”

*Hilary Nicholson – Women’s Media Watch (Jamaica)*



The Learning Resource Kit available in Arabic, English, French and Spanish may be downloaded free of charge at [www.whomakesthenews.org](http://www.whomakesthenews.org) and [www.ifj.org](http://www.ifj.org).



## Democratic Republic of the Congo

### Mobile radio strengthens voices of rural women

In a country that has seen endless violence over the past few years, the Voice of Rural Women (SAMWAKI – Sauti ya Mwanamke Kijijini) is active in the rural areas in South Kivu. Its mission is to ensure that women have access to information, training and communication in a context where women's development efforts are constantly being undermined and where deep-rooted prejudices and excluding practices prevail. Radio Bubusa FM is a community



radio station located in Walungu, South Kivu, that serves an audience spread over a large geographical area and in remote farming villages. With the support of WACC SAMWAKI purchased equipment allowing it to broadcast from a mobile unit, since those remote villages need to be included if their development needs are to be met. The mobile unit travels from village to village and, as a result, marginalised communities in isolated areas have begun to have a clear presence in radio broadcasts. Equally importantly, their voices, in local languages, are beginning to be heard more widely.

## Zimbabwe

### Tackling violence and discrimination against women

The Creative Centre for Communication and Development (CCCD) is a non-governmental organisation advancing the communication rights of vulnerable people by building their communication capacities and advocacy skills to address human rights and other fundamental freedoms. CCCD has been training 100 marginalised women and girls to use information and communication technologies. As a result women and girls in the city of Bulawayo are using digital story-telling techniques and on-line media strategically and creatively to express their needs, to make their voices heard, to manage their own communication, and to participate in their own development. They have changed the way they express their concerns regarding gender-based violence and violence against women. They are also articulating their attitudes and beliefs about socio-political and economic issues affecting their community. Digital story-telling provides an on-going safe space for women and girls to connect, share ideas and share information. CCCD has also been advocating women's right to security in Zimbabwe's new Constitution.

## Honduras

### Bolstering the community radio network of the Garifuna people

In Honduras ownership and control of the mass media are concentrated in the hands of a small elite, which has eroded democracy and helped keep the country in an almost feudal state. The Organización Fraternal Negra Hondureña (OFRANEH) works to improve the living conditions of the Garifuna people – descendants of Carib, Arawak and West African people. The project aimed to strengthen the network of Garifuna community radio stations. In 14 training workshops and visits to radio stations, 165 women and 122 men took part in training and discussions that resulted in a network of Garifuna communicators, which included a section dedicated especially to women. Two radio stations – Radio Durugubuty and Radio Brisas del Mar – have reopened; and a technical team now provides training, technical consultancy and shares experiences and knowledge with stations in other communities. The organizers have also devised programming that reflects the needs to the different communities and enables them to share opinions about solutions and ways forward.

## Sierra Leone

### Radio Shalom setting up to broadcast peace programmes

Radio Shalom, owned and operated by the Christian Council of Sierra Leone, has been busy installing equipment in a project that received massive support from WACC's worldwide network. The station is being officially registered as a Company limited by guarantee in order to meet the requirements of the Independent Media Commission (IMC) for the allocation of a radio frequency. Radio Shalom is planning a series of programmes related to different aspects of peaceful solidarity and national cohesion aimed at uniting a country divided along political, ethnic and regional lines after lengthy civil conflict. Radio Shalom is creating a forum for critical debate, conflict management, promotion of the rule of law, equity and good governance. Special attention is being given to the needs of marginalised women and women affected by the war; advocacy of women's issues; programmes for marginalised and disaffected youth that promote empowerment; and programmes for poor children. Radio Shalom will play an educational role as well as airing opinions and debates about social and economic questions affecting the country.



## Nepal

### Formulating gender-sensitive guidelines for media

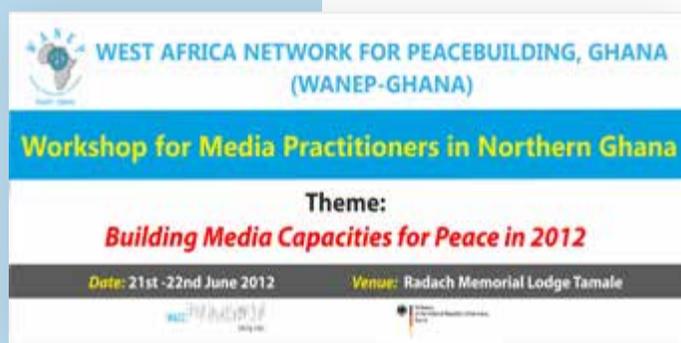
ASMITA is a non-governmental organization committed to finding new ways and directives for women's empowerment and progress. It enriches the gender discourse in Nepali society by providing resources that offer up-to-date information on contemporary women's issues, particularly for journalists. With the aim of increasing gender equality and women's involvement in decision-making processes, ASMITA set out to encourage media producers and media organizations at the local level to formulate gender guidelines and to create a positive environment towards their use at the national level with the support of the Federation of Nepalese Journalists (FNJ). Programs conducted in all five of the country's districts and the capital city Kathmandu were highly welcomed by representatives of the different media houses, journalists, media persons, women rights activists and others. Participants in the training and discussion programmes were fully convinced of the need for media guidelines. At the personal level, many journalists committed themselves to greater sensitivity and accountability in their reporting, writing, programs and other media productions.

## Ghana

### Training for more ethical media coverage

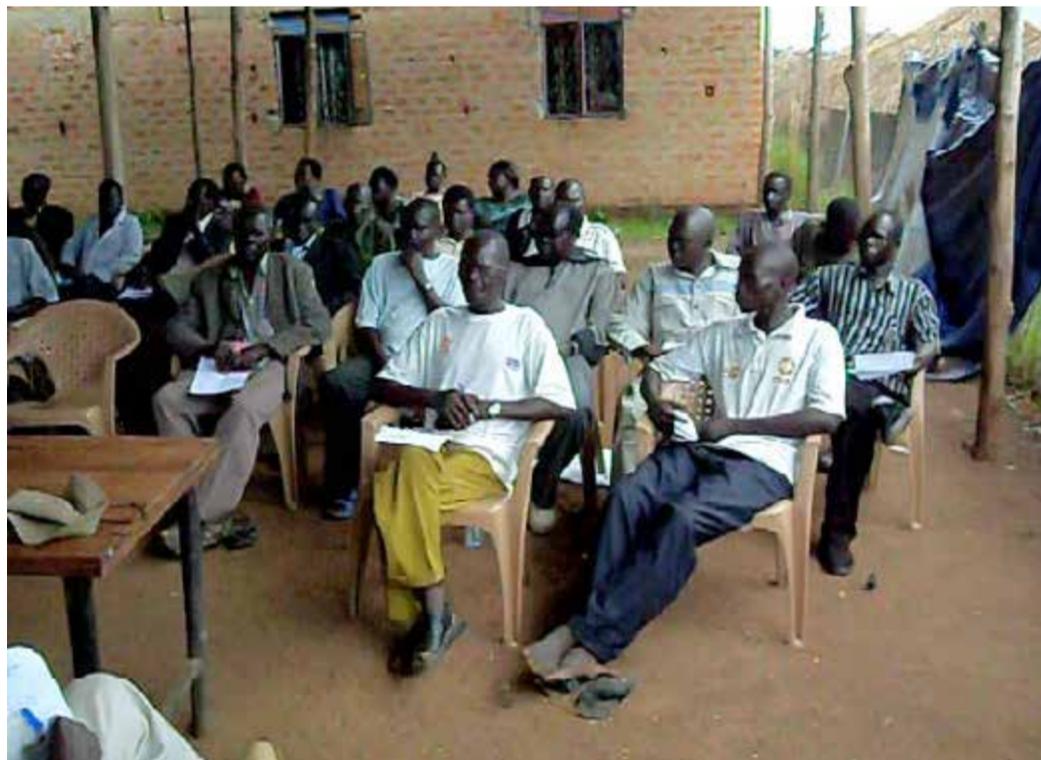
The West Africa Network for Peace-building (WANEP) set out to tackle a difficult situation in the north of Ghana, characterised by insecurities related to chieftaincy, land and ethnic conflicts and where there was escalating tension as a result of the media's coverage of negative pronouncements by politicians. WANEP conducted three consultative one-day meetings with 10 directors of local media houses; three one-day consultative meetings with 20 editors and journalists; three one-day meetings with 15 executives of the Ghana Journalist Association; and one conflict-sensitive training workshop for 45 editors and journalists of media houses. Some 20 editors/journalists both women and men are now implementing programmes to counter vindictive language and

15 media houses in three regions have developed ways of monitoring hate speech. Already panellists in radio discussions in northern Ghana are using more moderate language to express different opinions leading to a drastic reduction in open fights on radio. Indirect beneficiaries of the project are the more than 25 million Ghanaians who rely on the media for balanced and objective information.



## Accessing mobile phone and internet based information services

Pagak Ker Kal Kwaro Development Trust (PKKKDT) devised a project to address information needs related to agricultural production and inadequate financial services for the rural population of Amuru district of Northern Uganda. It aimed to enhance accessibility, availability and affordability through village-based mobile phone and internet services. Northern Uganda is the poorest region of the country and the pilot Community Village Information Centre was an eye-opener in regard to the kind of intervention that can help bring about socio-economic change. Sharing knowledge quickly became a way of strengthening the local economy and of assisting community members to access vital information. One unexpected outcome was that farmers were able to form the Amuru Joint Production and Marketing Association under which they subsequently benefited from World Food Program's Purchase for Progress initiative that supported the construction of a Satellite Collection Point to link Amuru's farmers to better markets.





## Come and join us!

### New initiatives being supported in 2013

In the course of 2012 WACC issued a call for small project proposals. 245 concept notes were received with the largest number coming from Africa.

Following a staff review based on specific criteria, full proposals were invited in September from 71 of the applicants, after which 66 full proposals were received. The average amount requested was Euros 13,300.

The full proposals and related information were made available for comments and observations by WACC's Regional Executive Committee members. Final screening took place in late November.

As a result, in 2013 WACC is supporting – or is seeking support for – 31 communication projects under four thematic areas in six regions.

	Gender and Communication	Monitoring Rural Poverty Reporting	Pathways to Digital Frontiers	Strengthening Community Radio	Total
<b>Africa</b>	1	3	0	4	8
<b>Asia</b>	1	1	1	2	5
<b>Caribbean</b>	0	0	0	2	2
<b>Latin America</b>	2	0	4	3	9
<b>Middle East</b>	1	1	1	1	4
<b>Pacific</b>	0	1	0	2	3
<b>Total</b>	5	6	6	14	31

## World Council of Churches' 10<sup>th</sup> Assembly: God of life, lead us to justice and peace

In May 2012 WACC formed part of a working group gathered in Busan, South Korea, to draft a statement on the theme of the World Council of Churches' 10th Assembly: "God of Life, lead us to justice and peace." The consultation on communication was convened at the initiative of the Korean Host Committee and was co-moderated by the World Council of Churches (WCC) and World Association for Christian Communication (WACC). The WCC also co-sponsored the event. The twelve member group included representatives of Korean Christian media as well as church journalists and communication specialists from India, Germany, Canada, Argentina, Brazil, Switzerland, South Africa and The Netherlands.

The statement crafted by the group brings attention to the loss of integrity in the journalism as a result of the small number of media conglomerates controlling much of the news disseminated and received today. While social media has opened up the information channels to many more voices, it offers its own set of challenges about information sharing, according to the statement. It ends with a "call to action" urging churches to recognize and support the role of communication in initiatives to address and transform the underlying causes of environmental destruction, violence and abuse of human rights.

The 10th Assembly of the World Council of Churches will take place in Busan, Republic of Korea, from 30 October to 8 November 2013. The rich offering of events at the assembly is intended to maximize sharing among participants – to deepen their experience of fellowship, to increase their knowledge of the ecumenical movement and to provide space for dialogue on important issues.

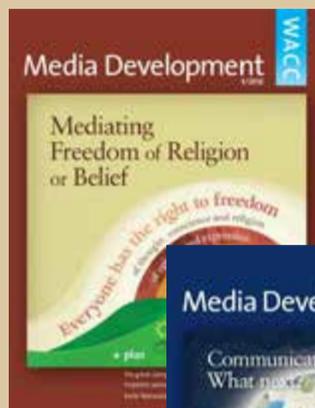
WACC will be presenting a workshop titled "Hearing Many Voices for Justice and Peace". Participants will explore the relevance of communication rights to the transformation of political, economic and social structures that prevent or stall improvements to the lives of poor, marginalized, excluded and dispossessed people. Presentations will highlight the role of civil society organizations, especially the churches, in promoting communication as a basic human right, essential to people's dignity and community.



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



Further information  
about the Assembly:  
<http://wcc2013.info/en>



Three issues of WACC's international quarterly journal appeared during the year. "Mediating Freedom of Religion and Belief" (1/2012) argued for greater attention to be paid to mass media's role in presenting fair and balanced coverage of religion and faith traditions.



"Communication for All: What Next?" (2/2012) explored the run up to the World Summit on the Information Society +10 meetings due to take place in 2015. It raised questions about the ethics and values of justice in today's world of digital communications.



"New Media, New Servitudes" (3&4/2012) asked if the new media of communication liberate or enslave. The first double-issue in WACC's publishing history – in preparation for a move to digital publication in 2013 – it looked at media reform and citizen participation.

WACC has published thoughtful reflections on Christian communication and communication rights since 1953 when the first issue of *The Christian Broadcaster* appeared. From 1970 to 1979 it published the *WACC Journal*, renamed *Media Development* in 1980.

## Collaboration with the International Federation of Journalists

In November 2012 WACC in partnership with the International Federation of Journalists (IFJ) launched a new resource to promote gender ethical journalism. *The Learning Resource Kit for Gender-Ethical Journalism and Media House Policy* was the outcome of a project launched in July 2011 to promote fair gender portrayal within media houses and the journalistic profession.

The kit draws from the insights of media practitioners, educators and communication researchers from Africa, Asia, the Caribbean, Europe, Latin America, North America and Pacific. It brings together practical guidelines to enhance women's representation in media content and encourage dialogue within media structures and self-regulatory bodies together with civil society groups. The editors note that "portraying gender in a fair and ethical manner will only occur when it becomes a concern for everyone in the newsroom and beyond."

The Learning Resource Kit is available in Arabic, English, French and Spanish and may be downloaded free of charge at [www.whomakesthenews.org](http://www.whomakesthenews.org) and [www.ifj.org](http://www.ifj.org).

## "Forbidden Voices" gets Human Rights Award 2012



There is a web special version at [forbiddenvoices.net/de/home.html](http://forbiddenvoices.net/de/home.html) and further information at [forbiddenvoices.net/en/en-start.html](http://forbiddenvoices.net/en/en-start.html)

*Forbidden Voices* has been endorsed by Reporters Without Borders.

The WACC-SIGNIS Human Rights Award 2012 went to the documentary film *Forbidden Voices* directed by Barbara Miller (Switzerland, 2012).

In Cuba, China and Iran the blogs of Yoani Sánchez, Zeng Jinyan and Farnaz Seifi are shaking the foundations of the state monopoly on information. What these women write puts their lives at risk. *Forbidden Voices* accompanies them on their dangerous journeys and traces their use of social media to denounce and combat the violations of human rights and freedom of speech in their countries.

Generación Y, a blog by Havana-based Yoani Sánchez, quickly became very popular after its April 2007 launch. Given an award by the Spanish daily *El País* in 2008, it takes a critical look at the everyday economic and social problems that Cubans have to deal with.

Despite the government's censorship and repressive methods, the Chinese blogger and activist Zeng Jinyan has been using her blog and Twitter since 2006 to describe her life, including the imprisonment of her human rights activist husband Hu Jia, who is known for defending AIDS sufferers and the environment.

Censored and threatened, Iranian blogger and online women's rights campaigner Farnaz Seifi finally had to flee abroad and now lives in Germany. She and other Iranian women's rights activists are an example of how the Internet can be used to influence governments.

The criteria for the WACC-SIGNIS Human Rights Award are a documentary film (rather than a feature film) from the year in question that seeks to throw light on a question of human rights reflecting the values and priorities of WACC and SIGNIS.



In December 2012 *The Anglican Journal* published a special report on WACC titled “Communication and Human Rights”. Written by freelance journalist Diana Swift in consultation with WACC staff, this four-page insert appeared in one of Canada’s widest-circulated Christian publications, reaching about 500,000 Anglicans. It was also mailed in print and digital format to WACC’s membership worldwide.

The four-pager included the following stories:

“Telling the Truth: The right to public memory”, covering WACC’s pioneering work on the right to memory.

“Knowledge is power”, profiling WACC’s efforts to bring about an inclusive climate of information and knowledge sharing.

“Human dignity and the right to know explored”, described as “one of the best kept secrets in Christian networking today” – WACC’s commitment to communication as a human right.

“Empowering indigenous and disabled people in Bolivia”, discussing WACC’s current flagship project, based in Bolivia’s capital city of La Paz and its sister city, El Alto. It aims to help indigenous people, particularly women, and people living with disabilities to understand how the mass media work and how grassroots organizations can harness them to their benefit on issues that affect them.

“Promoting acceptance of people with HIV/AIDS”, a project in Lagos, Nigeria, that trains Christian and Muslim clergy to combat stigmatization.

“A voice for healing in Sierra Leone”, highlighting Radio Shalom, a peace and reconciliation station that is expected to become an important voice for healing in this West African country, still recovering from a decade of devastating civil war. Radio Shalom was funded with the help of Globalgiving.org and a highly successful worldwide campaign among WACC’s members and partners.

In April 2013 *The Anglican Journal* won ten awards for its publications at the Associated Church Press convention, including an honourable mention for its special report about WACC.

WACC also produced a promotional and fundraising flyer called “We can do it together” mailed to individuals and organizations throughout Canada.

## Christian and Muslim leaders work together to overcome HIV-related stigma



WACC, with funding by Ukaid from the Department for International Development, partnered with Hope for HIV/AIDS International (HFA), a grassroots Christian organization in Lagos, Nigeria to set up the WACC/HFA project which aims to empower faith leaders to reduce HIV-related stigma and discrimination.

At a time when violence in the North of Nigeria – often portrayed between Muslims and Christians - is hitting the headlines, this dynamic project is breaking new ground in build the

capacity of faith leaders – Christian, Muslim and traditional leaders religious and community leaders - to support and advocate for the rights of people living with HIV.



[www.waccglobal.org/component/content/article/3192:christian-and-muslim-leaders-work-together-to-overcome-hiv-related-stigma.html](http://www.waccglobal.org/component/content/article/3192:christian-and-muslim-leaders-work-together-to-overcome-hiv-related-stigma.html)

## Reclaiming communication for life, justice and peace

In WACC in collaboration with the World Council of Churches (WCC) and the Korea Host Committee (KHC) for the WCC Assembly drafted the Busan Communication statement: “Communication for All: **Reclaiming communication for life, justice and peace**”. The statement points to the need for communicators to lift up the voices of those who are oppressed and marginalized, while recommending that these groups be given better access to information sharing channels. It urges churches to recognize and support the role of communication in initiatives to address and transform the underlying causes of environmental destruction, violence and abuse of human rights.



[www.waccglobal.org/component/content/article/3075:ecumenical-movement-needs-to-rethink-communications-say-christian-communicators.html](http://www.waccglobal.org/component/content/article/3075:ecumenical-movement-needs-to-rethink-communications-say-christian-communicators.html)

## Global Ethics Forum

WACC conducted a workshop on ethics of social media during the third Global Ethics Forum conference in the series “Seeds for Successful Transformation – The Value of Values in Responsible Business” (GEF 2012) held in Geneva, Switzerland, 28-30 June 2012. It was based on a recent survey of WACC members and invited contributions.

Moderated by Alexis Kalagas (The Global Journal), a panel consisting of Philip Lee (WACC), Nathalie Labourdette (European Broadcasting Union), Amy Greber (International Federation of Red Cross and Red Crescent Societies), and Kristine Greenaway (World Communion of Reformed Churches) explored communication ethics in the context of social media platforms, citizen journalism and its relationship with professional journalism.

<http://www.waccglobal.org/component/content/article/3103:social-media-and-citizen-journalism-are-powerful-tools.html>

## International Society for Media, Religion and Culture inaugurated

WACC is one of the founding organizations of International Society for Media, Religion and Culture (ISMRC) which was inaugurated to support scholars and academic endeavours at the intersection of media and religion. It was launched during the 8th International Conference on Media, Religion, and Culture, held in Eskisehir, Turkey, 8 to 12 July 2012.

<http://www.waccglobal.org/en/component/content/article/1-wacc-news/3112-new-international-society-to-support-scholars-of-media-religion-and-culture.html>

## WACC Honorary Life Member receives international communication award

WACC honorary life member and Human rights professor Cees Hamelink was awarded 2012 Emeritus Award for Communication for Social Change by the University of Queensland, in Brisbane, Australia, 5 July 2012.

The University's School of Journalism - Centre for Communication for Social Change presents the award annually to recognize the commitment of a prominent international professor in applying the principles of communication for social change. The award celebrates individuals who have demonstrated extraordinary commitment to using communication to transform and empower marginalized communities.

<http://www.waccglobal.org/component/content/article/3128:wacc-honorary-life-member-receives-communication-for-social-change-award.html>

## Empowering people to challenge financial and economic structures

WACC participated at the Global Ecumenical Conference on a New International Financial and Economic Architecture has underlined the role of communication rights in empowering communities to develop alternatives to the current structure.

The conference, meeting in Guarulhos, Brazil, from 29 September to 5 October 2012, was a joint initiative of the World Communion of Reformed Churches (WCRC), World Council of Churches (WCC), and the Council for World Mission (CWM). The World Association for Christian Communication (WACC) was represented by its General Secretary, the Rev. Dr Karin Achtelstetter, and WACC-Europe Vice-President, Dr Stephen Brown.

<http://www.waccglobal.org/component/content/article/3185:empowering-people-to-challenge-financial-and-economic-structures.html>

## WACC addresses open letter to Government of Fiji

During 2012 Fijian human rights activist and Methodist clergyman Rev. Akuila Yabaki is facing judicial proceedings in his struggle for greater freedom of opinion and expression in his home country.

Currently the Executive Director of the pro-democracy organization Citizens Constitutional Forum (CCF), Yabaki is a member of the Board of Directors of the World Association for Christian Communication (WACC) and President of WACC's Pacific Region.

Yabaki is facing legal proceedings having been accused of contempt of court by the Government of Fiji. It followed the publication of an article titled "Fiji: The Rule of Law Lost – An Analysis of the Law Society Charity Report 2012", which appeared in the April 2012 edition of Tutaka, the quarterly newsletter of the Citizens' Constitutional Forum. Rev. Yabaki is accused of "scurrilous attacks on the judiciary thereby posing the real risk of undermining the authority of the judiciary in Fiji."

<http://www.waccglobal.org/component/content/article/3181:communication-rights-are-vital-to-transforming-the-global-economic-structure.html>



WACC membership in the Africa region is spread fairly widely across the sub-Saharan countries of the continent. Because many of our nations are on the lower side of the so-called 'digital divide', communication is sometimes difficult. However, contact with members and supporters of the organisation has been maintained through a regular e-mail letter from the President, giving news of people, projects and proposals. Each issue brings responses from a diverse cross section of people working in different sectors of the media.

In March 2012, we held a very successful training and sharing seminar in Lome, Togo, organised by our Secretary, Ms Mathilde K'palla. The training sessions were conducted by Dr Willie Grieve of the Craighead Institute, who seamlessly made his presentations sensitive to the various African cultural understandings of those present. The seminar featured speakers from Togo, Nigeria, Burkina Faso, Malawi and South Africa, who addressed the theme of 'Communication rights for all' from within their different contexts.

A major source of activity and pride was the fundraising campaign for Radio Shalom in Sierra Leone. The efforts of supporters from throughout the continent and around the world ensured that the station was equipped and able to start broadcasting the message of peace and justice in a country so long ravaged by violence.



Andrew Chisamba, WACC Africa Treasurer, addressing a meeting of African religious leaders working against HIV and AIDS discrimination in Lagos, Nigeria.

The challenges facing Christian communicators in Africa are immense. In many parts of the Sahel – the region which is mainly south of the Sahara desert – conflict between Christians and Muslims is a cause for great concern. Ongoing struggles in Somalia, Sudan, Mali and the Democratic Republic of Congo (where sexual violence against women has been particularly severe) have claimed much media attention. Violence and corruption seem endemic in many countries.

There are nevertheless many accounts of peaceful, fair elections, the elimination of graft and national commitment to free and open media. Because Christians are a people of hope, we will continue to advocate and strive for peace, gender rights and communication for all.

*Report by Dave Wanless, WACC Africa President*

The Regional Executive Committee took place 1-6 May 2012, concentrating on Leadership Training with a concern for Strategic Planning. In order to enable our Triennial Assembly mandate to be effective in our region and to encourage the members to share their concern with the communities, it was proposed to have the implementation of small projects on “Communicating Climate Justice”. WACC-Asia would give US\$ 1,500.00 maximum grant and the applying corporate member a matching grant. In 2012 we accepted three projects two from India (National Council of Churches in India and Student Christian Movement of India) from South Asia and Indonesia from South East Asia.

A conference on “Advocating for Migrant Rights: Advocacy conference for Migrants’ Rights” was organized by the Asia-Pacific Migrants Moment (APMM) 25-29 July 2012. WACC Asia presented papers on the importance of advancing communication rights of marginalized peoples, the Hong Kong experience of using radio broadcasting to promote greater awareness of human rights, migrants’ rights and social justice.

The fourth Asia Communication Sunday was held on 2 September 2012 on the theme, “God of Life, Lead us to Justice, Peace and Reconciliation with Creation, promoting the World Council of Churches’ 10th Assembly theme and the Busan Statement. It was given wider coverage by the Presbyterian Church of Taiwan which published the resources in Chinese language for use in all the churches.



In line with the Region’s aim of developing leadership for future and implementation of the strategic plan among all the members of the region, WACC Asia is proposing to conduct training at in all the three sub-regions (South Asia, South East Asia and North Asia). The REC members of the region will function as the training of trainers. Financial support has been allotted towards this programme for capacity building for future regional leadership development.

*Report by Sam Meshack,  
WACC Asia President*



In 2012 we experienced the richness and challenges of communications diversity in the Caribbean when the WACC Caribe held its seminar and Assembly in Saint Lucia. Imagine the participants huddled in small groups during the plenary session for the purpose of translations. This has become so much part of our operation that we do not make provision in our budget for simultaneous translation, in a region where the four official languages, the many nation languages and numerous indigenous forms of communications are used daily.

The content of the seminar also highlighted the cultural diversity. We revisited common themes of Christian communications, grassroots communications in the area of social media and rapidly changing. The recurring dilemma in Caribbean societies, can perhaps be adequately captured in this extract from a presentation of one of our newest members, Maggie Schmeitz “*We feed into the ambivalence of parents in rural areas who on one hand want their children to go to school because they don’t want them to stay behind. On the other hand, at a certain point parents start to wonder why they want it*”.

In addition to the regional seminar, the projects which have been implemented in the Caribbean during the past year attempt to provide some platforms for the region to response to its inherent vulnerabilities. One the projects attempts to support communications in the wake of reconstruction from natural disasters, in this case, the aftermath of the major earthquake in Haiti. Two other projects

both of which are implemented in Jamaica address the social vulnerabilities in Caribbean associated with misinformation and stereotyping of communities based on perceived levels of knowledge on social issues. We hope the results will be shared across the region.

In 2012, there were extensive policy discussions at the global level which in particular addressed membership and the constitution. There has not been a similar level of discussions, in cyberspace, within the Caribbean. Our priorities are strengthening the membership and institutional framework for the governance of the region;

making communications rights part of the regional and national debates on communications and media; and facilitating the participation of marginalised communities in media.

*Report by Embert Charles, WACC Caribe President*



Gotson Pierre, Groupe MÈdialternatif, in the studio of AccÈs-MÈdias, Haiti.



Over its lengthy history, WACC Europe has come to assume the role of “go-between” or bridge builder in areas of tension within the European communications landscape. In the coming three years, we wish to intensify and give greater profile to this facilitating function between contrasting poles such as evangelising and informing; Christian and secular society; majority and minority churches; old and new media; personal and corporate; internal and external communication; linguistic diversity and English as a common language; advocacy and public relations; and others.

The specific WACC Europe mission is: To strengthen and transform Christian/religious communication so that messages from/about the Church have a positive, life-changing impact in Europe and beyond.

A major part of the WACC Europe steering committee meeting in March 2012 was devoted to leadership training, using real-time exercises to develop strategic directions for WACC Europe. A major outcome of the training exercises was a better identification of those relationships that are more directly related to WACC Europe, and those that should be primarily directed to WACC Global. WACC Europe is working in a region where a large number of global ecumenical bodies have their headquarters.

The natural partner of WACC Europe is the Conference of European Churches, while the World Council of Churches and other global Christian bodies should have their primary relationship through WACC Global. Yet at the same time, if individual professionals in communication that are working with these ecumenical bodies are members of WACC, they fall under WACC Europe.

The TV Festival remains a major initiative in the region, and a small joint committee made up of representatives of WACC Europe, SIGNIS and broadcasters in The Netherlands has been formed. However, a separate foundation in the Netherlands is required for the broadcasters to cooperate legally, and this requirement, compounded by necessary personal delays in planning, have resulted in the TV Festival being postponed from 2013 to 2014.

*Report by Praxedis Bouwman, WACC Europe President*

The first regional planning meeting took place in La Paz (Bolivia) 29-31 March 2012. It included the development of a governance and leadership workshop. The strategic planning work of WACC-LA runs from 2012 to 2014 and includes: a) activating the presence of WACC among its members through sub regional meetings that also allow revisiting themes of interest in the field of communication rights; b) designing and offering an online course on the right to communication and information; and (c) building a website to revive the movement, disseminate information and mobilize partners in the region.

The REC supported the debate on the Law on Communication in Ecuador through an exchange of letters and declarations. WACC's involvement was led by its member, Ximena Gudiño, a communicator and activist for the organization Colectivo Pro Derechos Humanos.

In August 2012, an online consultation with the regional membership took place to canvas themes of interest which could be the object of sub-regional meetings. The internet survey reached 133 members of which only 32 responded highlighting themes of interest such as: WACC's initiative on the Right to Communicate and Public Voices: Pathways to Digital Frontiers.

Between August and September 2012, various contacts with like-minded organizations in Latin America working in the field of communication were made with the aim of strengthening links and solidarity. These included the UNESCO Regional Adviser on Communication and Information, the Latin American Episcopal Council (CELAM), the Latin American Catholic Communication Organization (OCLACC) which will hold its 5th Congress (COMLAC) in Colombia in 2013.

Since 2012 Marcela Gabioud, Secretary of the REC has been the representative of WACC-LA for the Communication Agency of Latin America and the Caribbean (ALC) and in October, Marcela Gabioud and Eloy Teckemeier represented WACC-LA at the ALC Assembly held in Buenos Aires, Argentina. New directors were elected on the Board of Directors of ALC and Marcela Gabioud was elected President of the ALC, a role that she will fulfill until 2014.

In November 2012, taking advantage of the presence of the President of WACC-LA at the Latin-American Seminar on Radio and Education organized by the State University of Ceará and the non-governmental organization Catavento in Fortaleza (Brazil), it was agreed that the next event on this theme would be co-organized and supported by WACC. This seminar in its next phase in 2014 would also be broadened to address Media and Education in order to generate wider continental participation.

*Report by José Luis Aguirre, WACC Latin America President*

In the Middle East, the uprisings of recent years called for freedom of expression and non-discrimination between all citizens. But it seems that this revolution did not yet reach a broad sector of citizens precisely certain segments of youth and communities outside major cities as well as squatter areas inside the major cities.

Sectarian clashes and violent events indicate the absence of the power and rule of law and justice, which are key factors impeding the transformation towards democratization and active citizenship. And of course we have a major and tragic continuing conflict in Syria.

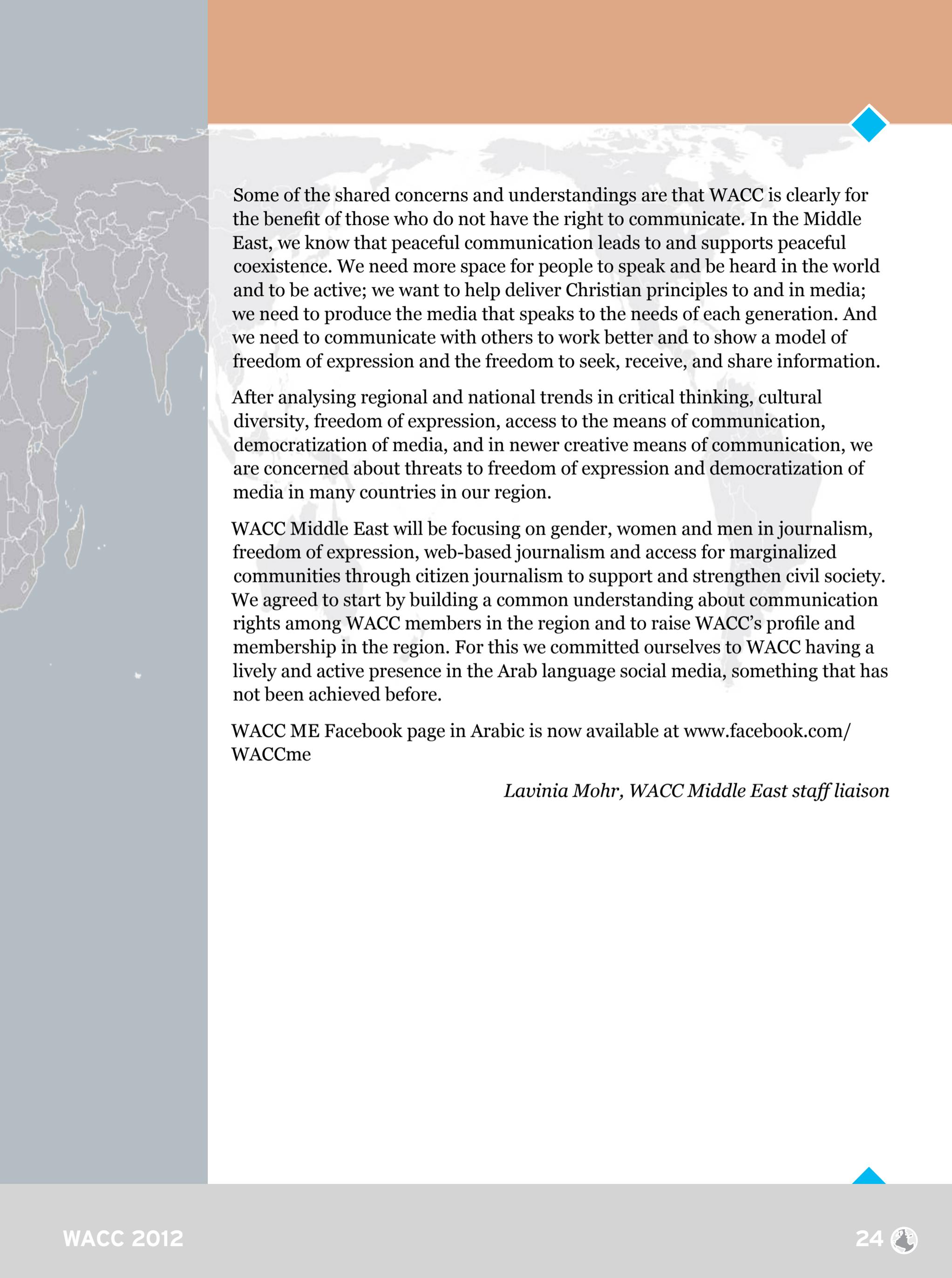
On the other hand, a growing population of internet users are increasingly engaged in social media in Arabic speaking countries. In Egypt, for example, the majority of users are youth, with 48% of users between the ages of 18 and 24 and 28% between the ages of 25 and 34 years old. A majority of social media users are male.

The new Regional Executive Committee of WACC Middle East elected in 2011 is entirely composed of people who were not in a leadership role with WACC before, with one exception. It's a new generation of leadership, and so they welcomed the leadership training provided by the Craigshead Institute in June 2012. The three-day training session was a great opportunity for a

group that we meeting together for the first time to think together about the communication challenges and the role that WACC could and should play in the Middle East. The regional executive committee started building a coherent and common understanding of what is meant by leadership in the light of WACC's vision, mission statement, strategic priorities and its Christian Principles of Communication.



Joette Thomas (left), trainer, and Lavinia Mohr (right), staff liaison, with members of the WACC Middle East Executive Committee: (back row L to R) Onsi Anis Younan, Naji Daoud, and Kamal Nabil Sedra, (front row L to R) Linda Macktaby and Margrit Saoufim Mina.



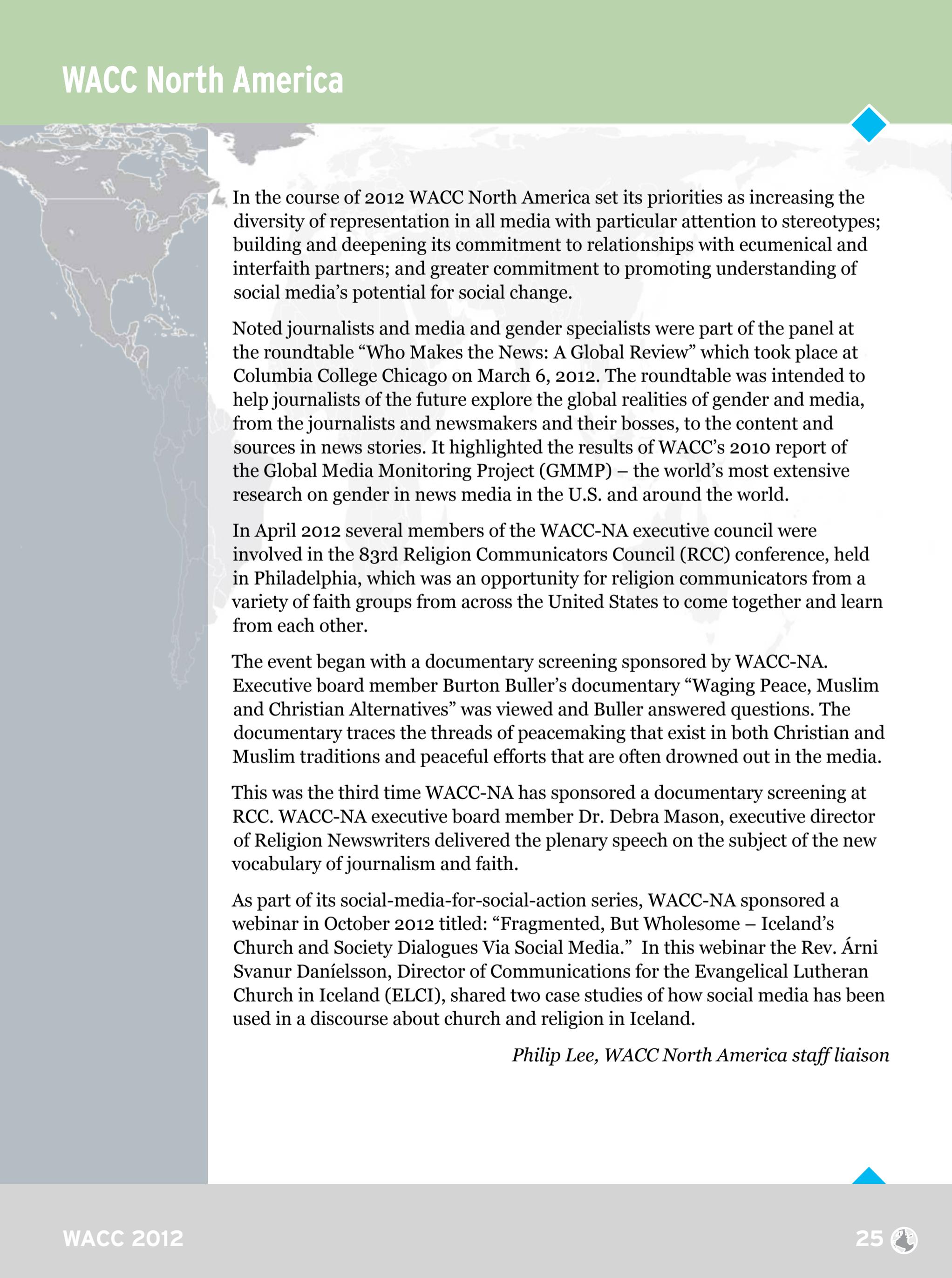
Some of the shared concerns and understandings are that WACC is clearly for the benefit of those who do not have the right to communicate. In the Middle East, we know that peaceful communication leads to and supports peaceful coexistence. We need more space for people to speak and be heard in the world and to be active; we want to help deliver Christian principles to and in media; we need to produce the media that speaks to the needs of each generation. And we need to communicate with others to work better and to show a model of freedom of expression and the freedom to seek, receive, and share information.

After analysing regional and national trends in critical thinking, cultural diversity, freedom of expression, access to the means of communication, democratization of media, and in newer creative means of communication, we are concerned about threats to freedom of expression and democratization of media in many countries in our region.

WACC Middle East will be focusing on gender, women and men in journalism, freedom of expression, web-based journalism and access for marginalized communities through citizen journalism to support and strengthen civil society. We agreed to start by building a common understanding about communication rights among WACC members in the region and to raise WACC's profile and membership in the region. For this we committed ourselves to WACC having a lively and active presence in the Arab language social media, something that has not been achieved before.

WACC ME Facebook page in Arabic is now available at [www.facebook.com/WACCme](http://www.facebook.com/WACCme)

*Lavinia Mohr, WACC Middle East staff liaison*



In the course of 2012 WACC North America set its priorities as increasing the diversity of representation in all media with particular attention to stereotypes; building and deepening its commitment to relationships with ecumenical and interfaith partners; and greater commitment to promoting understanding of social media's potential for social change.

Noted journalists and media and gender specialists were part of the panel at the roundtable “Who Makes the News: A Global Review” which took place at Columbia College Chicago on March 6, 2012. The roundtable was intended to help journalists of the future explore the global realities of gender and media, from the journalists and newsmakers and their bosses, to the content and sources in news stories. It highlighted the results of WACC's 2010 report of the Global Media Monitoring Project (GMMP) – the world's most extensive research on gender in news media in the U.S. and around the world.

In April 2012 several members of the WACC-NA executive council were involved in the 83rd Religion Communicators Council (RCC) conference, held in Philadelphia, which was an opportunity for religion communicators from a variety of faith groups from across the United States to come together and learn from each other.

The event began with a documentary screening sponsored by WACC-NA. Executive board member Burton Buller's documentary “Waging Peace, Muslim and Christian Alternatives” was viewed and Buller answered questions. The documentary traces the threads of peacemaking that exist in both Christian and Muslim traditions and peaceful efforts that are often drowned out in the media.

This was the third time WACC-NA has sponsored a documentary screening at RCC. WACC-NA executive board member Dr. Debra Mason, executive director of Religion Newswriters delivered the plenary speech on the subject of the new vocabulary of journalism and faith.

As part of its social-media-for-social-action series, WACC-NA sponsored a webinar in October 2012 titled: “Fragmented, But Wholesome – Iceland's Church and Society Dialogues Via Social Media.” In this webinar the Rev. Árni Svanur Daníelsson, Director of Communications for the Evangelical Lutheran Church in Iceland (ELCI), shared two case studies of how social media has been used in a discourse about church and religion in Iceland.

*Philip Lee, WACC North America staff liaison*



WACC Pacific is a network of island-based organizations committed to the promotion of communication rights. Its plan of action will:

- Advocate for a just, inclusive and peaceful Pacific where peoples can claim their legitimate right to self determination through renewed relationship with ecumenical and civil society partners in the islands and across the region;
- Use communication rights to address poverty of information and communication in order to ensure that National and Regional ICT policies are more accountable to community priorities and develop a Pacific constituency of communication rights campaigners and advocates
- Enhance the capacity of and leadership for women, young women and men to produce content that communicates their human rights which contributes to a sustainable network
- Provide leadership training and capacity building to current leaders on a periodical basis to transcend power or to current leaders to challenge the status quo.

In June 2012 WACC Pacific adopted Call to Action recalling a 30-year legacy of nuclear testing in the region. Members and partners in the region believe that

they cannot afford simply to turn the page and forget the ongoing struggle for self-determination and a nuclear free Pacific. Even though the test site of Moruroa was dismantled following France's last nuclear detonation January 27, 1996, it is necessary to expose the legacy of the 45 atmospheric nuclear tests conducted at Moruroa between 1966 and 1996, and 148 underground nuclear test conducted at Moruroa and Fangataufa Atolls.



"Here are the Women", FemLINKPACIFIC's 2012 Annual Policy for Peace in the region, was launched during the inaugural Pacific Island Community Radio Roundtable and Workshop in February 2013.

This legacy includes environmental degradation which requires a more systematic and inclusive approach to relocation programmes to ensure long term safety of the communities on the affected atolls; Nuclear fallout continues to affect the health of peoples of these islands and requires accountability from the French Government to support medical research and treatment in this regard.

WACC Pacific believes that the French Government must be made accountable for the fragmentation of communities and environmental destruction caused by three decades of nuclear testing. The French Government must also commit to providing a political process for the peoples of the islands organise and in order to claim their right to self-determination.

A valid political process includes communication rights and free and fair access to the media. WACC Pacific intends to deepen regional understanding of the right to self-determination and the principles that lie at the heart of communication rights at the personal, community and political levels.

*Report by Akuila Yabaki, WACC Pacific President*



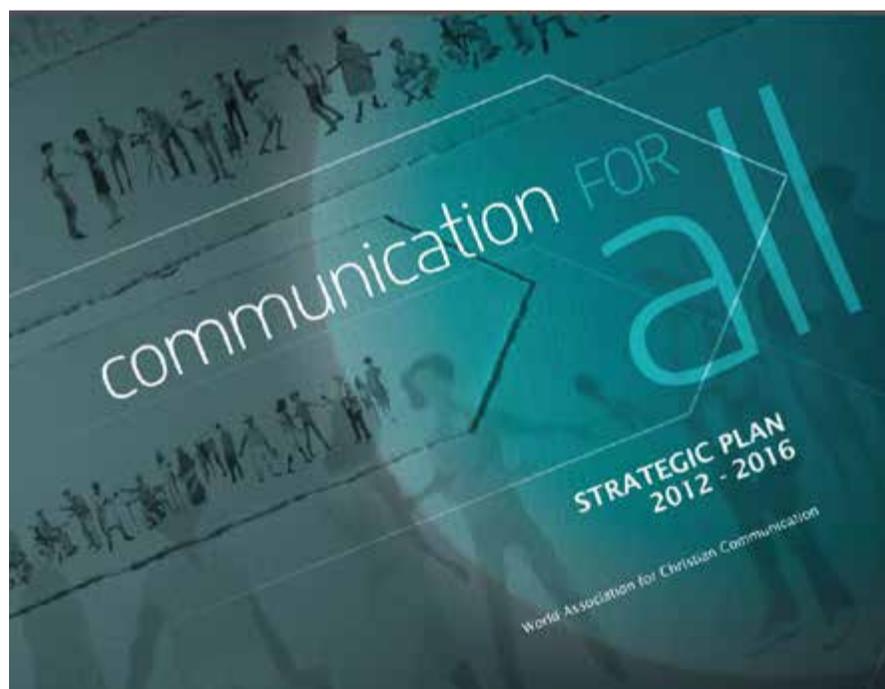


By the end of 2012, WACC counted on the support of 386 Personal Members, 265 Corporate Members, 686 Personal Affiliates and 246 Corporate Affiliates in 130 countries around the world.

WACC's membership is organised into eight geographic Regions, each with a Regional Association responsible for activities in its area. The distribution of the membership by Region at year end was:

Region	Personal	Corporate	Total
Africa	48	26	74
Asia	49	68	117
Caribbean	26	21	47
Europe	71	41	112
Latin America	94	44	138
Middle East	6	24	30
North America	91	23	114
Pacific	1	18	19
Total	386	265	641

In the course of 2012 WACC's governing documents were reviewed to comply with new legislation in Canada. WACC's Boards of Directors established a Constitution and Policy Committee to streamline this process, together with a Membership Task Force which will look at membership needs in relation to the current Strategic Plan 2012-2016.

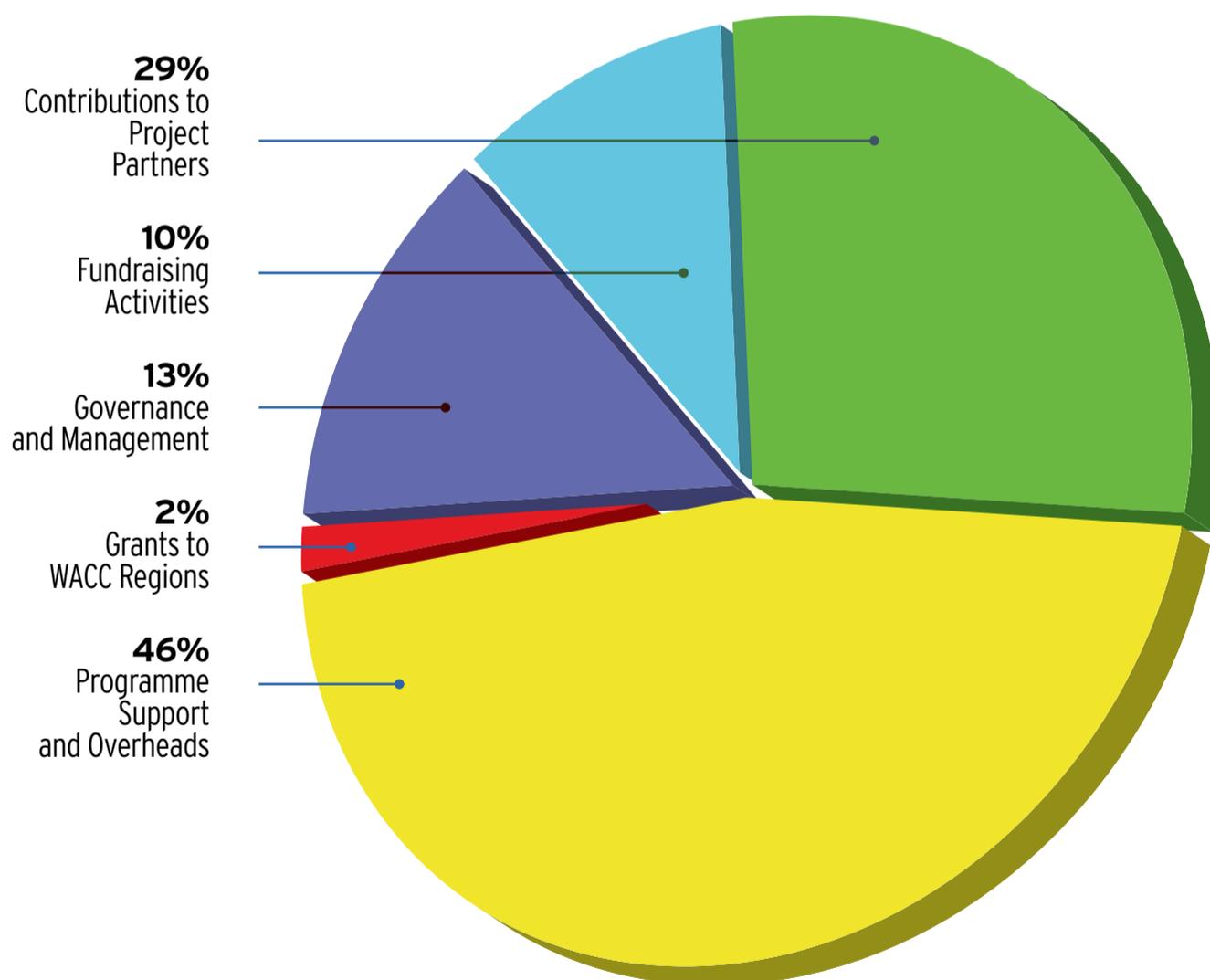




The year 2012 saw many changes at the WACC general secretariat but also at the level of its regional associations.

The Board of Directors gave WACC's global network and its staff an exciting and new mandate:

- A new Strategic Plan (2012-2016) which was drawn up in close consultation with WACC's broad constituency and networks. This led subsequently to a Tactical Plan and an Operational Plan at the global level and to further plans of action in the WACC regions;
- The implementation of a marketing strategy that led to new initiatives in direct mailing, a first time on-line fundraising campaign and contacts with possible partner organizations in Canada.





In this context, a new structure was put in place and WACC's staff transitioned into new teams with new roles and responsibilities, while remaining faithful to the successful completion of projects and programmes under the previous strategic plan.

The new strategic plan also required new ways of assigning budgets and costs. It was decided, therefore, to begin implementing an integrated financial management system that would reflect the following needs:

- A Financial Management System in line with internationally recognised financial management standards, and clear roles and responsibilities of all concerned.
- An accounting system adapted to managing projects and multi-year funding, and responding to donor requirements, activity based accounting and budget planning.

In late 2012 WACC began the process of revising its budgeting and accounting procedures. In 2013 WACC will be making significant choices in budget planning for the coming years, guided by clear objectives and a clear sense of direction. WACC will be implementing a viable financial model for WACC based on:

- Where do we want to go and when do we want to get there?
- How will we get there?
- What kind of resource investments are we willing to make to give us the best chance of getting to where we want to go?

These are challenging but exciting times!



## WORLD ASSOCIATION FOR CHRISTIAN COMMUNICATION

### REPORT OF THE INDEPENDENT AUDITOR ON THE SUMMARY FINANCIAL STATEMENTS

TO THE MEMBERS OF WORLD ASSOCIATION FOR CHRISTIAN COMMUNICATION

The accompanying summary financial statements of World Association For Christian Communication ("WACC"), which comprise the summary balance sheet as at December 31, 2012 and the summary statement of operations for the year then ended, are derived from the audited financial statements of WACC for the year ended December 31, 2012. We expressed an unmodified audit opinion on those financial statements in our report dated April 15, 2013.

The summary financial statements do not contain all the disclosures required by Canadian accounting standards for not-for-profit organizations. Reading the summary financial statements therefore, is not a substitute for reading the audited financial statements of WACC.

#### Management's Responsibility for the Summary Financial Statements

Management is responsible for the preparation of a summary of the audited financial statements in accordance with Canadian accounting standards for not-for-profit organizations.

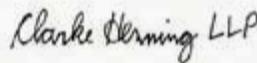
#### Auditor's Responsibility

Our responsibility is to express an opinion on the summary financial statements based on our procedures, which were conducted in accordance with Canadian Auditing Standard (CAS) 810, "Engagements to Report on Summary Financial Statements".

#### Opinion

In our opinion, the summary financial statements derived from the audited financial statements of World Association For Christian Communication for the year ended December 31, 2012 are a fair summary of those financial statements, in accordance with Canadian accounting standards for not-for-profit organizations.

Toronto, Ontario  
April 15, 2013



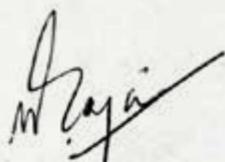
CHARTERED ACCOUNTANTS  
Licensed Public Accountants

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

#### **Matters on which we are required to report by exception**

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

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



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

24 April 2013

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

# Funding Partners

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



The Anglican Communion, UK



The Anglican Journal, Canada



Brot für Alle, Switzerland



Canadian International Development Agency (CIDA), Canada



Evangelischer Entwicklungsdienst  
(Church Development Service) EED, Germany

SUOMEN EV. LUT. KIRKKO<sup>†</sup>

Evangelical Lutheran Church of Finland



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



Korean Host Committee for the WCC 10th Assembly.



mission 21, Switzerland



Otto per mille



Stichting Rotterdam, The Netherlands



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



United Church of Canada



United Methodist Church, USA



Weltgebetstag der Frauen - Deutsches Komitee eV  
(Womens World Day of Prayer German Committee), Germany

Anonymous

“ We would like to express our gratitude to all our funding partners and supporters. ”

The Rev. Dr Karin Achtelstetter, WACC General Secretary



World Association for Christian Communication  
**Global Membership**  
Annual General Meeting

WACC Canada  
**Board of Directors**  
Incorporated Charitable  
organisation in Canada

WACC UK  
**Board of Directors**  
Registered Charity in the UK

**Executive Committee**

**Officers**

The world-wide membership of **WACC** elects the Board of Directors for both **WACC Canada** and **WACC UK**. In practice, the two Boards are composed of the same 19 people plus one additional Director, who is resident in the appropriate country, on each Board.

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





**WACC**  
promotes  
communication  
as a basic  
human right,  
essential to  
people's dignity  
and community.



**Karin Achtelstetter**  
General Secretary

## Programme



**Lavina Mohr**  
Deputy General Secretary and  
Director of Programmes



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



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



**Maria Teresa Aveggio**  
Programme Manager for  
Strengthening Community Radio



**Gisele Langendries**  
Administrator for Programmes  
and Funding



**Lilian Ndagam**  
Part-Time Administrative Assistant

## Administration



**Tim Meadley**  
Manager of Administration



**Edgar Bernal-Martinez**  
Administrative Assistant



**Jitu Somani**  
Finance Manager (part-time)



**Teresia Mutuku**  
Communication Officer & Web Manager

## Consultants

Dale Hildebrand  
Sara Speicher  
Pete Tarpay  
Weinman Consulting

## Interns and Volunteers

Kaan Alkin  
Robert Gray  
Alana Greene

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[www.waccglobal.org](http://www.waccglobal.org)