



Communication Rights in Action

WACC helps to build capacity and to advance the work of its partner organizations under two programme areas: Communication for Social Change and Gender & Communication.

Communication for Social Change Programme Area



With the convergence of traditional and digital media, WACC sees an opportunity to focus on how media platforms can help advance communication rights in practice while also contributing to broader social change. Projects supported under this programme will strengthen the work of civil society organizations in the implementation of communication for social change efforts such as citizen journalism, community media, citizen-led media for peace, and “monitoring of poverty reporting” to advance the democratic participation and active citizenship of marginalized peoples and communities.

Gender and Communication Programme Area



Through media monitoring, projects will generate evidence on the gender dimensions of news reports. The monitoring findings are applied to change actions such as awareness creation, critical media literacy training, advocacy and engagement with media professionals on gender issues in media policy and practice. The focus will be on supporting civil society groups in areas of the Global South lacking a strong sub-regional or regional coordination of gender and media work. Projects will monitor gender portrayal and representation in major national or regional print, radio, television and/or internet news media.



2750- Training for women's and other marginalized groups' rights in regions of Georgia. StudioMobile - Accent on Action Union. Co-funded by Global Fund for Women

Georgia

Started on November 1, 2016

26,449 EUR

Communication for Social Change Programme

Discrimination against ethno-cultural minorities and forcibly displaced people is a significant problem in Georgia. This problem is accentuated by the lack of communication channels between these groups and broader Georgian society, limited access to information in minority languages, and the absence of a *lingua franca* that would enable greater dialogue and engagement. In this context, this project seeks to build the communication capacity of key civil society actors in four regions of Georgia in order to enable them to promote media literacy and digital storytelling in their communities. Ultimately, the project seeks to help to reduce discrimination, provide new tools for inter-cultural communication, and enable communities to make their concerns more visible to broader audiences.

The project focuses on building the communication capacity of 40-60 people (90% women, 10% men; 50% of participants will be from ethno-cultural minorities, and 50% will be either IDPs or refugees) in the regions of Samegrelo, Shida Kartli, Kvemo Kartli, Samtskhe-Javakheti. Work in each region will be coordinated by a local team member. Capacity building will focus on rights frameworks and on the strategic use of digital media as tools in support of human rights advocacy efforts.

2754- Representation of poverty in media in border regions Argentina, Brazil, Bolivia. WACC America Latina (Implemented by Fundacion Comunicacion Positiva)

Regional- Latin America

Started on January 1, 2017.

19,713 EUR

Communication for Social Change Programme- Poverty Reporting

Poverty is the product of unequal social structures and is historically present despite state policies that have led to little substantial change. In September 2015 the United Nations presented its new Sustainable Development Goals, establishing as its chief goal 'End poverty in all its forms everywhere'. For this reason it is necessary to evaluate representations of poverty in the media in order to identify gaps and omissions related to poverty, a diagnosis that opens the way to devising proposals aimed at tackling the different problems linked to poverty in communities and persuading local and national government entities to participate in solving them.



This project will map communication media in the areas of intervention (two frontier populations between Argentina and Brazil and Argentina and Bolivia) to examine representations of poverty in media content. It will design and carry out public awareness campaigns to encourage critical media literacy and to draw up desired changes in regard to attitudes to poverty. The results will be shared with media outlets and with civil society organisations in the region and an online information system devised to act as an open platform for the exchange of information and knowledge on this topic.

2752- LGBT*IQ Storytelling- Queer Archive Project. LGBTIQ Association Okvir. Co-funded by Global Fund for Women

Bosnia and Herzegovina

Started on October 1, 2016

22,139 EUR

Communication for Social Change Programme

Throughout the conflict and post-conflict context of B&H, ethno-nationalist politics and practices have reinforced stereotypical and rigid gender and sexuality roles. This has resulted in the marginalization of women, minority groups, and LGBT*IQ persons institutionally, economically and socially. In addition. Gender, sexuality and war remain an intersecting point of trauma for both first and second generation of war survivors, particularly LGBT*IQ persons.

Personal and political stories of war survival of LGBT*IQ persons and refugees during the 1990's are excluded from the official narratives and are completely invisible to the general population of B&H, including to LGBT*IQ community itself. Hate speech in mainstream media targeting the LGBT*IQ community are also a significant problem, even as some media organizations and the Regulatory Agency for Communication have begun to penalize it.

This project seeks to explore, document, and raise the visibility of narratives and counter-narratives regarding security, gender, and sexuality of up to 15 LGBT*IQ persons during the war and transitional justice period (from 1990-s to 2016) using tools of ICTs and digital technology. This will be the first step towards the long term goal of the "Queer Archive", which is to increase the visibility of LGBT*IQ human rights issues, identities, and culture through building, preserving, promoting and sharing historical records. Media products (photography, audio, and video) will be shared via an online portal (kvirarhiv.ba) and through a public event.



2757- The Voice of the Hills. Asociación Estoreña para el Desarrollo Integral (AEPDI). Co-funded by Cultural Survival and local partner

Guatemala

Started on November 18, 2016

25,689 EUR

Communication for Social Change Programme

El Estor is a municipality of Guatemala which is approximately 320 kilometers from Guatemala City. Eighty percent of the population speak Q'eqchi and consider themselves part of the Mayan nation. The area receives little attention from the state in terms of development, and there is a marked lack of media content that reflects the community's priorities. Over the past several years, AEPDI, one of the most active community organizations in the area, has used commercial media – and paid high fees- to promote indigenous rights and demand the right to Land and Territory for their communities. In this light, AEPDI has been attempting to establish community-owned radio station for years, hoping that the station would become a mechanism to inform, educate, and entertain the community.

The project consists of the establishment of a community radio station in El Estor. This entails the purchase and installation of equipment and capacity building for 10 to 15 community reporters and editors. The establishment of the station will be the first step towards enabling people in El Estor to fully exercise their communication rights. The radio station also seeks to become a vehicle to strengthen indigenous governance systems and community organizing efforts.

2763- Supporting Freedom of Expression for the Q'eqchi' people by strengthening Radio Nimlajacoc. Radio Nimlajacoc. Co-funded by Cultural Survival

Guatemala

Started on November 11, 2016

16,108 EUR

Communication for Social Change Programme

Nimlajacoc is a geographically isolated community in Guatemala close to the city of Coban. 30 smaller settlements of 300-500 people make up the community. Nimlajacoc was impacted by civil war during the 1980s as many families assassinated, disappeared, or displaced. After the conflict, local indigenous authorities established a community radio station as way to facilitate communication among survivors, as well as to help local communities to get organized. Today, the Nimlajacoc community is facing uncertainty over a possible approval of a local hydroelectric project that would threaten natural resources and violate their right to Free, Prior and Informed Consent. The community also lacks electricity and publicly maintained roads. The community radio station plays a critical role in disseminating information and reinforcing bonds of solidarity and collaboration.



This project consists of the installation of 18 solar panels to power the radio station, training for community members to learn to repair the panels, and capacity building activities for 6 community radio volunteers on station management and on gender mainstreaming.

2766- Multimedia Peace Waves- Youth Building Peace in Colombia. Grupo Comunicarte. Co-funded by local partner

Colombia

Started on February 27, 2017

20,553 EUR

Communication for Social Change Programme

This project seeks to engage youth and adolescents in the town of Arauquita, department of Arauca, in the Colombian Orinoco region, in media-based initiatives to build peace from their communities. Building on the momentum of the peace agreements reached in Colombia in 2016 between the state and the FARC, the project seeks to enable youth in Arauquita to use media to protect themselves from other armed actors in their communities that might fill the void left by the FARC, as well as to promote their participation and engagement in local peace initiatives. Special attention is given to providing youth with the opportunity to use media to tell their own stories, share their dreams and aspirations, and advocate for peaceful conflict resolution in their schools and neighbourhoods. Project activities seek to foster active citizenship expressed through media and communication.

Direct beneficiaries will be approximately 30 adolescents (15 men and 15 women) who will constitute the core team of participants. Indirect beneficiaries will be members of community radio stations in Arauquita and surrounding regions, as well as members of the school communities.

2765- Pax Ganern- Mindanao Interfaith Youth Initiatives for a Just and Lasting Peace. Rural Missionaries of the Philippines- Northern Mindanao Region (RMP-NMR). Co-funded by local partner

Philippines

Started on January 9, 2017

24,124 EUR

Communication for Social Change Programme

There are two major armed movements operating in Mindanao, the southernmost supraregion of the Philippines – that of the Moro Islamic Liberation Front (MILF) and that of the Communist-led New People's Army (CPP-NPA). The national government is currently pursuing peace talks with the CPP-NPA, even as military clashes have continued and the talks have been suspended and then restarted in early 2017.



This project seeks to mobilize a core group of 50 youth (mostly high schools students) to support current peace efforts and to produce digital media content on youth-related issues in relation to the peace talks. This will be achieved through the establishment of online and off-line platforms for dialogue and exchange on peace issues, as well as by building increasing media literacy among young people. The project seeks to reach a total of 5,000 youth through media content and collaboration with local educational institutions and local inter-faith and secular youth organizations. Activities include public events, arts-based interventions, specialized training, an awareness raising campaign, and group-based media content analysis.

2786- Strengthening children's participation in community radio. Radio Ixchel. Co-funded by Cultural Survival and local partner

Guatemala

Started on February 20, 2017

8,033 EUR

Communication for Social Change Programme

Radio Ixchel is a community radio station serving the community of Sumpango Sacatepéquez, approximately 43 km away from Guatemala City. The station works to meet the communication needs of community members, including the need for locally relevant information, the availability of culturally relevant and sensitive content, and the preservation of the Kaqchikel language. In recent years, the Sumpango Sacatepéquez community has seen a decline in the use of indigenous language, and a reduced appreciation and understanding of indigenous world views, especially among young people. This is the result of, among other things, close proximity to the capital city. Radio Ixchel is in need of a new generation of volunteers (editors, community reporters, etc.) that can help to reinvigorate the station and help it meet its social change objectives.

This project focuses on creating new participation spaces for children and youth within Radio Ixchel. Radio Ixchel will purchase new media production equipment to create a media centre for children and youth, and will develop and deliver capacity building workshops on media production and rights frameworks for approximately 15 children and youth (50% women and 50% men). The project seeks to create a new spaces for children and youth to connect with each other, develop and share life projects, and explore questions about culture and language. In the long term, this project will help enhance the sustainability of the radio station. The media centre will also offer affordable internet access for community members, thus enhancing the station's financial sustainability.



2788- Capacity building for community communicators at Radio Xilotepek. Radio Xilotepek. Co-funded by Cultural Survival

Guatemala

Started on February 20, 2017

7,858 EUR

Communication for Social Change Programme

Radio Xilotepek is a Maya Pocomam community radio that serves a community of 30,000 residents in the community of San Luis Jilotepeque, department of Jalapa, in southeastern Guatemala. Most members of the community are Mayan. The community is being confronted with the issues brought about by the growth of the mining industry in their region; there are currently 9 new mining licenses being processed. Building on their Right to Free, Prior and Informed Consent, the community held a public consultation in late 2016 to determine whether community members were in agreement with the new mining developments. Most community members disagreed with the growth of the extractive industry in San Luis Jilotepeque.

This project seeks to strengthen Radio Xilotepek's ability to continue to educate community members about their rights, especially in relation to the preservation of natural resources. Activities include capacity building for 20 community reporters/radio volunteers (60% men, 40% women) on media production, investigative journalism, and social and environmental issues; a community forum for approximately 100 people on the Right to Free, Prior and Informed Consent; and a the production of digital training and awareness raising materials that could be used for future trainings.

2787- Communication for Social Change. Radio Sinakan. Co-funded by Cultural Survival

Guatemala

Started on February 20, 2017

7,720 EUR

Communication for Social Change Programme

Radio Sinakan is a Kaqchikel community radio located in Chimaltenango, Guatemala. The radio station plays a key role in the preservation of the Kaqchikel language as its use is declining due to the community's proximity to Guatemala City. However, the station has seen a decline in the number of volunteers, especially women, in recent years. The station is also in need of new equipment.

This project will build the capacity of 20 volunteers (12 women and 8 men) to become involved as community reporters and media editors able to make significant contributions in terms of media content that draws on rights frameworks. This will allow the station to broadcast 8-10 hours a day. The



project will also include the purchase and installation of a new antenna. In the long-term, this project will help to preserve and reinvigorate indigenous identity and culture in this region of Guatemala.

2785- Strengthening Capacity and Gender Equality at Radio Likhu. Radio Likhu. Co-funded by Cultural Survival

Nepal

Started on February 16, 2017

9,242 EUR

Communication for Social Change Programme

Radio Likhu is a Sunuwar community radio that has been serving Indigenous communities in 18 remote villages since 2013. It is located in a village with no access to internet or other means of communication. The station was founded by the Koïts-Sunuwar community, which has population of 57,000 across Nepal. 60 percent of listeners are Koïts-Sunuwar. The radio was destroyed and rebuilt as a result of the 2015 earthquake in Nepal, but some of the equipment is at risk of falling into disrepair. In addition, the station lacks sufficient studio space and staff must walk almost an hour to access the radio every day.

This project seeks to address some of these needs. Two professional editing computers, a 100W radio transmitter, two audio recorders and parts of a new radio cabin will be purchased. Station staff will be given the opportunity to attend specialized training on gender and communication, and receive support to develop a gender policy for the station.

2781- Technical and Gender Equality Capacity Building at Radio Namobuddha. Radio Namobuddha. Co-funded by Cultural Survival

Started on February 16, 2017

9,158 EUR

Communication for Social Change Programme

Radio Namobuddha is a community radio founded in 2007 by Indigenous communities in Dhulikhel, Kavre district, Nepal. The station produces programs, including various Public Service Announcements (PSA) and advertisements, in 9 different languages (Tamang, Danuwar, Majhi, Hyolmo, Sherpa, Newar, Magar, Nepali, and English) and plays a key role in fostering community participation. Radio Namobuddha is a space for community members to shed light on the issues that affect them, as well as to debate issues such as land rights, water rights, environmental conservation, women and children's rights, barriers to accessing health care, and education. The station established a "community information centre" following the 2015 earthquake in order to provide a platform to victims and people in need of support. In 2012, the station had the capacity to broadcast 18 hours per day and to reach over a million listened, but due to the



lack of an adequate transmitter they have been forced to scale back their work and are only broadcasting 12 hours per day.

This project will result in the acquisition of a new 100 W transmitter and other equipment in order to reinvigorate the station. Station staff will be given the opportunity to attend specialized training on gender and communication, and receive support to develop a gender policy for the station. The enhancements to the station will be made public through a community launch.

2782- Radio Kairan. Strengthening Capacity and Indigenous Women's Representation at Radio Kairan. Co-funded by Cultural Survival

Started on February 16, 2017

9,192 EUR

Communication for Social Change Programme

Radio Kairan has been serving 36 remote Indigenous villages of the Himalayas since 2013. The station is the only means of information for these communities, many of which do not have access to government services, including telephone and internet. Radio Kairan produces programs in 5 languages (Tamang, Sunuwar, Sherpa, Nepali, and English) and broadcasts 18 hours a day with a wide range of programs focusing on women, children and youth, Indigenous rights, senior citizens, the environment, community forests, community health, and education. The station played an important role following the 2015 earthquake as a facilitator between earthquake victims, their needs, struggles and supporters, the including government. One of the main issues affecting Radio Kairan is their inability to operate at full capacity during the rainy season due to the high risk of lightning. Over the past few years the station has had to halt operations numerous times following having their transmitter struck by lightning. Currently, the station is using repaired radio equipment that is no longer reliable and not functioning at full capacity, with the risk of breaking down at any moment. Another significant issue is the lack of women who actively participate in the operation of the stations.

The project will entail the purchase of a new 100 W transmitter and other equipment. Station staff will be given the opportunity to attend specialized training on gender and communication, and receive support to develop a gender policy for the station.

2783- Strengthening Capacity and Women's Representation at Radio Sumhatlung. Radio Sumhatlung. Co-funded by Cultural Survival

Started on February 16, 2017

6,282 EUR

Communication for Social Change Programme



Sumhatlung FM is a community radio, established by Limbu indigenous people in 2007. It is situated in Panchthar district, a remote and hilly district in eastern Nepal. The area is inhabited by people from the Limbu, Rai, Magar, Tamang, Sherpa, Newar, Sunuwar, Yakkha, Bhujel, and Majhi nations. The station plays an important role in mediating identity-based conflicts in the area. One of the main problems affecting the station is the lack of basic equipment for broadcasting such as computers and a console. There are also almost no women working at the station either as broadcasters or at the management level.

The project includes the purchase of new equipment. Station staff will be given the opportunity to attend specialized training on gender and communication, and receive support to develop a gender policy for the station.

2784- Promoting Indigenous Women's Voices in Nepal Community Radio. Inclusive Media Foundation. Co-funded by Cultural Survival

Started on February 16, 2017

13,118 EUR

Communication for Social Change Programme

Indigenous women in Nepal face significant barriers in exercising their rights and accessing services such as healthcare, education as a result of discrimination based on gender, indigeneity, language, and religion. These issues are exacerbated by rural-urban migration and low literacy rates. These dynamics are mirrored in the country's media, including its community media sector (300 stations, 21 of which are indigenous stations), as indigenous women, who comprise half the female population of the Nepal, are often underrepresented or misrepresented in media content. This is partly the result of lack of training on media for indigenous women. As a result, indigenous women lack viable platforms to express themselves and have their voices heard, and have limited access to information and knowledge.

This project consists of specialized capacity building for 21 indigenous women in media production, investigative journalism, and community radio management. Women from Radio Likhu, Radio Sumhatlung, Radio Kairan, Radio Namobuddha, the stations with which WACC is partnering in 2016-2017, will be active participants in project activities. The trainings, which will take place in Kathmandu, seek to help increase the representation of indigenous women in community radio, including in management roles. It will also support the production of radio programs focused on indigenous women's issues. The project also includes support for the above mentioned stations to develop gender policies.



**2790- Radyo Lumad. Rural Missionaries of the Philippines- Northern Mindanao Region (RMP-NMR).
Co-funded by European Union**

Started on September 9, 2016

35,342 EUR

Communication for Social Change Programme

The Lumad is an indigenous group in the Mindanao region of the Philippines that has experienced centuries of colonialism and land dispossession. Often pictured as “dark-skinned and kinky-haired” minorities, they are regarded as second-class citizens whose struggle for land and the environment fall on deaf ears, dismissed as just plain nuisance or, worse, as a criminal act. In recent years, they have faced continued to face attacks from powerful interest groups interested in accessing their land and resources.

This project seeks to establish a community radio station to enhance the communication rights and highlight Lumad issues. The community is in need of a platform to combat discrimination, shed light on human rights violations, and better organize themselves. The station will be named ‘Radyo Lumad’, will air 8 hours a day and 5 days a week, and will reach people in one major city and 9 neighbouring towns. Programming will be dedicated to Lumad stories, news reports, alternative music and advocacy. Community leaders and Lumad advocates will be regularly invited to share their views on issues affecting indigenous communities. The station will also be a platform to air live reports of human rights violations broadcast directly from Lumad communities. The main beneficiaries will be both Lumad communities and non-indigenous urban and rural poor communities who may have developed prejudices against indigenous. Activities include equipment purchase and installation, capacity building, and community engagement.

**2767- Establishment of Latin American Observatory on Gender and Communication. Observatorio
Centroamericano de Género y Comunicación. Co-funded by local partner**

Costa Rica

Started on February 28, 2017

16,413 EUR

Gender and Communication Programme

The greater part of professional journalists in Costa Rica lack gender training and their work is replete with myths and stereotypes that perpetuate machismo and violence against women. This project will contribute to changing this prevalence of media sexism by means of three sets of activities. The first is training and evaluation for communication professionals to provide them with tools aimed at incorporating a gender perspective in news and media productions. This will be followed by awareness-



raising campaigns to produce radio and audiovisual materials in collaboration with other media observatories and organizations. The project will monitor and analyse media content, especially news, and create a databank of professional communication resources with particular emphasis on good and bad practices in order to alert the public to the need to end sexism in the media.

2761- Women in Palestinian Media. Women, Media and Development (TAM). Co-funded by local partner

Palestine

Started on January 31, 2017

20,130 EUR

Gender and Communication Programme

Palestinian women are virtually invisible in media productions about peace, conflict, security and violations. Palestinian women make up half the Palestinian population yet they are significantly under-represented in all kinds of media outlets and productions. This project will contribute to changing this situation by targeting media students, national media outlets and organizations, in order to raise their awareness and build their capacities on women's rights, gender equality, and other human rights international treaties such as CEDAW and UNSCR 1325. In addition, the project will conduct a media monitoring report that aims to research the image and representation of women in issues related to peace, security, conflict and violations, then broadcast and publish the research findings on the national level.

2760- Generation of, and Popularizing Evidence-Based Knowledge in Media Reporting of Peace, Security & Conflict. Uganda Media Women's Association (UMWA). Co-funded by local partner

Uganda

Started on February 1, 2017

20,265 EUR

Gender and Communication Programme

Limited or non-existent evidence-based knowledge of the gender dimensions in Ugandan print news media stories on peace, security and/or conflict will be addressed in this project. The project will focus on daily newspapers in Uganda, with a national character, both government and privately owned. The knowledge generated, and subsequent public awareness and advocacy activities, will contribute to bridging the gap and to eventual social change.

Project activities will include: conducting a one-day orientation session for project personnel; carrying out a two-day review of the WACC Gender Media Monitoring Methodology and Tools to be applied, and



adapted to the themes of peace, security, and conflict; organizing a two-day training session for media monitors; holding a one-day awareness-raising seminar on gender for 60 stakeholders including media practitioners and editors; monitoring selected print media; analysing the collected data using accepted research conventions; compiling a report and publicizing the findings; designing advocacy and awareness materials; and compiling lessons learned and good practices for dissemination to wider networks.
