

# Communication rights and sustainable development

## Small Project Support in 2015

WACC

Communication rights provide the context and conditions for the full exercise of freedom of expression in a complex society in which power and control of resources are distributed unevenly. Freedom of expression lies at the heart of communication rights, which help to generate awareness and understanding between people and groups in society, enabling everyone to express their ideas, have them heard, duly considered and responded to.



Communication rights contribute to sustainable development by enabling cooperation and creating mutual respect and tolerance not just between individuals, but between diverse communities and cultures, ethnic groups and nationalities. At the same time, implementing communication rights supports and encourages plurality and diversity.

For most of the world's people, communication rights remain a vision and an aspiration. Yet they are essential to helping people to express their basic needs. While meeting such needs requires strong political will and the allocation of substantial resources, implementing communication rights strengthens good governance and enables civil society to advocate for fairer policies and greater social justice.

The ultimate beneficiaries of WACC's programme of small project support are people and communities who are denied communication rights. They include the urban and rural poor, women and youth, and marginalized people living in countries where there is little respect for freedom of information and expression.

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## SMALL PROJECT SUPPORT 2015

The goal of WACC's Small Project Support is to increase access to public communication and relevant information and knowledge for poor, marginalized, excluded and dispossessed people. This helps them to participate in shaping local and national decision-making about priorities and actions that affect their lives.

WACC believes that the under-representation of marginalized groups and their opinions and interests in public communication, as well as the prevalence of misinformation and stereotypes, hinders their inclusion and participation in society, governance and human development.

In 2015 WACC is continuing to focus on four areas of advancing and strengthening communication rights.



The aim of this initiative is to support civil society groups to carry out media monitoring through a gender lens and to engage with media professionals and media audiences on gender issues affecting media policy and practice. It focuses on political, economic and rural development news.

### 2466 Vietnam Research centre for Gender, Family and Environment in Development Gender in agriculture – power and voice Euros 9,920

In the media, gender stereotyping results in unbalanced representation of men and women. Agricultural news in Vietnam reveals the same characteristics: the voices of women farmer are rarely heard, implying the inferior position of women in the minds of journalists themselves. This project will seek to change the gender

stereotype mind-set of communicators and journalists by involving them in a process of monitoring and advocacy.

Project activities include creating a core group of communicators and journalists and providing them with the knowledge on gender sensitivity in practice; developing tools for monitoring and carrying it out; and doing advocacy work. As a result, awareness will be raised about a neglected aspect of gender equality and journalists will be motivated to continue bringing about positive change.

### 2480 Nigeria Journalists Against AIDS Reshaping the media portrayal and public understanding of gender based violence in Nigeria Euros 15,000

Addressing the culture of silence around gender based violence is a priority of this project which will foster informed discussions through social and traditional media platforms. The media play a key role in influencing public perception and the way people understand and respond to social issues such as violence, which are often presented as mere events lacking in contextual information.

This project seeks to reshape how the media currently presents key issues such as domestic violence, human trafficking, and rape as well as to equip media professionals with the appropriate skills needed for in depth analysis and reporting to enable them inform and educate the public in a more holistic manner. Training and monitoring followed by documentation and advocacy work form the main elements of this initiative.

### 2491 Bosnia & Herzegovina Novi Put Gender portrayal and media monitoring Euros 12,000

In a country with a strong patriarchal tradition with dominant stereotypes about women, gender portrayal and representation in media stories are unfair and biased. This project will apply evidence collected during monitoring to strengthen the critical literacy of media audiences to enable them effectively to engage with media on gender issues aimed at

overcoming stereotypes and improving women's portrayal.

The expected outcomes will be in-depth qualitative and quantitative data on gender portrayal in the thematic areas, positive changes in challenging stereotypes in gender portrayal in news, fostering partnerships between media and NGOs aimed at improving gender equality, and greater awareness of the need for proper reflection on women's needs and concerns in media.

**2492 Benin**  
**Espoir de la Famille**  
**Monitoring the media in northern Benin**  
**Euros 10,000**

The problem of media representation, participation and access of women in northern Benin will be the focus of a project that will strengthen the capacities of media professionals and women rights activists in relation to integrating gender into communication both structurally and in terms of reporting.

The project will carry out training seminars aimed at improving professional standards and media coverage as well as promoting greater awareness of women's communication rights at the level of local political decision-making. The project builds on previous work by tackling specific problems of accessibility and institutional change.

**2494 Argentina**  
**Communication for Equality Association**  
**Children and young girls also have rights!**  
**Euros 9,650**

This project will address the inadequate treatment by the media of girls and adolescent women, particularly in situations of violence. Making this theme visible will deepen the way people perceive violence against women and girls in the media and generate better responses in the future. To achieve this aim, the project will monitor radio, television, print and Internet coverage of particular cases of sexual abuse and violence over the past four years in order to analyse media content.

The findings will be reviewed by experts and a video documentary made to promote public debate and awareness. Both the video and

the monitoring will be presented throughout Argentina and training will take place with media practitioners to improve future coverage.

**2495 Nigeria**  
**Journalists for Christ**  
**Mainstreaming affirmative gender reporting**  
**Euros 10,300**

Despite efforts towards gender equality, women and girls in Nigeria still suffer diverse levels of discrimination. One reason for this is that media coverage of women tend to reinforce perceptions and stereotypes because many journalists do not understand the dynamics of gender-sensitive reporting. This project aims to change existing negative stereotypes and perceptions through information sharing and capacity building. It will carry out focused group discussions and interviews with journalists on existing trends and challenges in reporting women.

A media advisory about gender-sensitive journalism and organize capacity-building programmes for both male and female journalists on fair and balanced reporting will be published. Outcomes will include the appointment of trainees as gender ambassadors in media organizations, and a bi-monthly roundtable on gender-focused themes and women's rights involving women's groups, media houses, and local civil society platforms.

**2500 Paraguay**  
**Kuña Roga**  
**Rural agriculture and land rights in the news**  
**Euros 10,320**

In Paraguay the presence of women in the news when it comes to land rights, food security or rural development is practically non-existent. This is in direct contrast with real life, in which women play a leading role in the struggle and resistance. Such gender inequalities are reinforced in the way men and women journalists do media coverage. In this sense, monitoring the media serves to show how women have been systematically excluded from news stories despite the prominent role they play.

This project will highlight women's efforts in rural areas by training monitors, carrying out the monitoring, preparing a report and making



it widely known. It will bring greater visibility and recognition to a sector of society excluded by reason of gender and tradition.



The aim of this initiative is to strengthen the work of civil society organizations (CSOs) at the national level in the use of citizen journalism to advance the democratic participation and active citizenship of marginalized peoples and communities.

**2413 Dominican Republic**  
**Espacio de Comunicación Insular**  
**Training in multimedia community production**  
**Euros 18,420**

This project aims to help marginalized people and communities in the interior of the Dominican Republic. It focuses on training community leaders of base organizations in civil society to use multimedia tools that help them to better carry out their work in the promotion and defence of human rights. Knowing how to use digital platforms and tools such as photography, radio, video and social networks enables them to tackle themes of racial prejudice and marginalization.

The project will carry out training workshops in radio production, small format video, photography and human rights in order to strengthen popular communication as an alternative to traditional media.

**2414 St Vincent and the Grenadines**  
**National Council of Women**  
**Let women be seen and heard!**  
**Euros 13,000**

The problem to be addressed is the under-utilization of social media to address the issues of women. The project will train social media activists or citizen journalists who will

then conduct a trainer of trainers' workshop with women from affiliated groups thus inspiring women and girls in their communities to become social media savvy and use technological devices to highlight issues affecting them.

The overall objective is to shape a society that speaks out in the interest of women who are marginalized. The project envisions networking and coalition building with media practitioners, NGOs, policy makers and other stakeholders.

**2424 Philippines**  
**Karapatan Alliance Philippines**  
**Empowerment through citizen journalism**  
**Euros 15,000**

The human rights situation in the Philippines continues to worsen as the government implements its counterinsurgency program. Violations are committed with impunity, hence the need to respond immediately to victims' needs, call public attention, gather support and undertake appropriate action.

This project will equip human rights defenders with knowledge, skills and perspectives in using new media to promote, monitor and report rights concerns as well as complementing existing documentation protocols, advocacy and knowledge-sharing on rights abuses.

**2425 Philippines**  
**Pinoy Media Center**  
**Women at the forefront of digital media**  
**Euros 10,000**

Women at the forefront of community struggles have not been able to maximize using digital media to communicate their stories. This project will conduct a baseline nationwide study on how community organizations use digital media and their projection of the role of women. It will identify and train six women community leaders in effective digital communication.

The beneficiaries represent the urban poor in Metro Manila and off-city relocation sites, migrant workers, farmers fighting for land rights in Central Luzon, typhoon survivors in Eastern Visayas, and indigenous peoples in Mindanao. They will be given equipment to report on developments in crucial community struggles and to create an audio-visual diary.

**2426 Mexico**  
**La Sandía Digital**  
**Storytelling and women's voices**  
**Euros 10,000**

This project encourages women to tell, in their own voices, their individual and community experiences through popular journalism and communication. By narrating the problems they face, they are enabled to dialogue, strengthen and share their perspectives as women and their ways of coping through social organization.

The project will make visible the transformational role of women in their communities by creating a new source of news and stories told by women about women, accompanied by new dynamics and relationships between them, within their communities, and with other media. It will promote the creation of stories, features, chronicles and notes from the perspective of women and using gender-neutral language, using the technology that best suits them and their interests.

**2506 Myanmar**  
**Association for Theological Education in Myanmar**  
**Training workshops on communication and media**  
**Euros 6,330**

Since 1962, the country of Myanmar went through dark ages until 2011 after which a new government has been leading towards greater democratization. For almost 50 years, the situation of the country in terms of politics, economics and education became very backward and awkward. Myanmar is now regarded as one of the poorest countries in the world. While the present government is opening up, many issues have been arising in the country, communication and media being one of them. Many times, tensions between the government and media/journalists have appeared due to lack of education in relation to communication and media.

This project intends to provide basic training in communication and media and social ethics, to draw up a curriculum on communication and media studies for theological students, and to publish a handbook for faculty and students.

**2485 Hong Kong**  
**Asia Pacific Mission for Migrants**  
**Access for women domestic migrant workers**  
**Euros 14,960**

This project addresses issues of communication rights and public voice as they affect women migrant workers. APMM will work to bridge the gender communication gap by providing accessible educational tools despite domestic working hours. To ensure effectiveness the education materials will be converted in audio form and translated into four languages.

The project will include meetings, workshops and coordination with the partner groups. The audio files to be created can be played through mobile phones, MP3, and radio while working, resting or before bedtime. The project aims to benefit thousands of women migrants towards enabling capacity development and empowerment.



The aim of this initiative is to increase the number of communities benefitting from new, stronger and more inclusive community radio in order to advance democratic participation and active citizenship of marginalised people and communities.

**2387 Cameroon**  
**Council of Protestant Churches in Cameroon**  
**Voices of the socially marginalized**  
**Euros 14,250**

In Cameroon the most vulnerable groups in society, especially women and young people, have great difficulty making themselves seen and heard in public. This project intends to make more visible the initiatives and struggles of people living in disadvantaged areas of the capital Yaoundé by means of locally based media focusing on their own lived experiences

and by using their own words and images. Activities will include capacity-building, the production of interactive broadcasts, documentaries, animating social networks, and better media coverage.

The project will create an active network of voluntary communicators who will use different communication tools to communicate their situations better and to influence public opinion. The result will be to make community development initiatives by citizens more readily visible in public spaces.

**2399 Uganda**  
**Community Media Network Uganda**  
**Promoting women's participation in decision-making**  
**Euros 10,500**

By taking advantage of the great potential of community radios to reach out to people and actively engage them in rights-related issues, this project proposes to create a network of community practitioners to promote gender-awareness issues, community media and freedom of expression. Those responsible for community media outlets in Uganda often lack the know-how and resources necessary to strengthen their sustainability, to take advantage of their broadcasting rights, to produce relevant content, to address gender mainstreaming and to establish working relationships with civil society organizations, media development associations and institutions.

To address these problems, this project plans a three-day workshops for 45 participants on strategic planning for community media, gender mainstreaming in community media operations, communication rights, freedom of expression and networking of participants using online tools.

**2405 Dem Rep of Congo**  
**Community Radio and Television Collective of North Kivu**  
**Radio waves, peace and bread**  
**Euros 9,800**

Repeated wars in North Kivu have left their mark socially, psychologically and economically. As well as those who have died, numerous surviving victims have been physically and morally damaged, having lost their homes

and means of living. In this context, many people have recourse to violence as a means of self-defence. Famine and poverty are two obstacles to a lasting peace. The project "Radio waves, peace and bread" aims to broadcast programmes on peace, disarmament, reconciliation, and peaceful coexistence.

The plan is to train 23 journalists in peace journalism efforts, to produce 11 programmes together with local communities, to broadcast these programmes by means of 23 community radio partner stations, and to promote 23 listeners' clubs in the heart of local communities to carry out follow up work. The project envisages interaction between programme makers and local communities to address questions of concern and to help build a sustainable peace.

**2432 Mexico**  
**Fundación de Santa Maria para la Promoción Indígena y Agroforestal**  
**Zapotec community radio**  
**Euros 5,800**

Rincón Zapoteco de la Sierra Juárez is an isolated part of the State of Oaxaca, Mexico. With the establishment of radio Bue Xhidza a first step was taken towards introducing a bi-lingual broadcasting system in the region. However, a lack of human and financial resources as well as the adverse geography of the region meant that there were areas that did not have any means of communication at all.

This project will create and train a network of 20 local correspondents - including 10 women - who will collect and send back to the radio station information relevant to all sectors of the community. In this way, the project will link 10 communities, providing them with the tools to express themselves in their own voices and enabling them to join with others in the region struggling for a stronger voice in meeting their needs and for greater social justice.

**2408 Philippines**  
**Kalipunan Ng Damayang Mahihir**  
**Community broadcasting for the urban poor**  
**Euros 12,800**

The government's policy of slum-free or zero tolerance for informal settlers cities has meant that the urban poor sector in the Philippines is

often vilified and discriminated against by the dominant/mainstream or corporate media as an urban blight.

This projects will utilize community radio as a platform for urban poor organizations to develop a critical, fact-based and pro-poor discourse. It will also create and operationalize a disaster strategy and emergency mobile response broadcast system in identified urban poor communities. Activities will include baseline research and assessment, organizing of staff, training workshops, community discussions, installation of equipment, actual broadcasting, regular assessments and documentation.

**2434 Bosnia & Herzegovina**  
**Association VESTA**  
**Strengthening the country's community radio sector**  
**Euros 10,000**

The community radio sector in Bosnia and Herzegovina remains weak with only five community non-profit radio stations. Station staff lack training and therefore their contribution to community development remains weak. In addition community radio stations are not recognized as channels for the free flow of information, nor as opportunities for citizens to raise their voice. This project aims to make Vesta Radio more visible in order to contribute to further capacity building of other stations and to strengthening the community radio sector itself.

Activities will include development of the new Vesta Radio web site with web streaming and online training capacity and mentoring for other community broadcasters, as well as activities (round-table, joint programs and public statements) which for the first time will unite all non-profit community radio stations in the country.

**2436 Peru**  
**Centro de Culturas Indígenas del Perú**  
**From silence to the word**  
**Euros 1,000**

The project seeks to strengthen the participation of indigenous and Amazonian women in radio communication production and programming in the remote regions of

Ayacucho and Ucayali. Capacity-building will strengthen technical and conceptual knowledge among indigenous women communicators emphasising content related to gender, identity, and rights. Indigenous women communicators will produce radio messages in the form of microprogrammes and radio spots incorporating interculturality, the rights of indigenous people and women's rights. In particular, the output will focus on the right to a life free of violence, health, rural development and economic rights. The project's lessons and achievements will be documented for use elsewhere.

**2439 Haiti**  
**Sosyete Animasyon Kominikasyon Sosyal**  
**Establishing a community radio station in Belle Fontaine**  
**Euros 15,000**

In Haiti the community of Belle Fontaine is in one of the most isolated parts of the country. It faces huge problems in terms of the environment as well as endemic poverty. The zone lacks a proper infrastructure and most of its 40,000 inhabitants have no access to basic services. Access to information and communication regarding issues of health, education and justice is nonexistent.

Aware of the prime importance of communication in the struggle by communities to change their living and working conditions, and the key role it plays in building awareness, providing information and training the population, SAKS is working with the Belle Fontaine community in order to install a community radio station which will be run by and for local people.

**2445 South Africa**  
**Gender Links**  
**Gender in community management and practice**  
**Euros 15,500**

The South African community media sector is male dominated. A situation analysis of 10 community radio in Limpopo province shows that men still dominate in decision-making positions, while women make up just 23% of those speaking in community media according to a 2014 monitoring study conducted by Gender Links. Since community media are



forms of media that are closest to the people, audiences will benefit from improved and gender aware coverage of issues.

Gender Links will conduct a training course for media managers and editors from 15 community radio stations which the group is working with under an initiative promoting centres of excellence for gender in the media. Content monitoring and verification of the qualitative impact of the project will follow.

**2447 Mexico**  
**Palabra Radio**  
**Women radio practitioners in Oaxaca**  
**Euros 5,800**

Oaxaca has an abundance of community radio stations – some 40 to 100 radios. According to the national news agency CIMAC, Oaxaca is also the state that has the largest number of attacks against women communicators. Community radio has been a fundamental tool in the defence of women's rights. This project seeks to create an environment which will provide incentives to improve the professional aspects of managing community radio stations and the quality of radio productions in order to combat high levels of desertion among women that work in community radio.

The project will organize training courses as well as technical development training with a gender perspective. Its outputs include a manual based on the project's experiences and a CD of radio productions that can be shared with the larger network.

**2451 Uganda**  
**Uganda Media Women's Association**  
**Knowledge and skills building for women**  
**Euros 13,400**

This project seeks to increase the knowledge and to strengthen the skills of community radio practitioners, managers and owners in gender-sensitive reporting and other more inclusive policies. Community women radio broadcasters will be equipped with leadership skills in particular, presentation skills, assertiveness, and public speaking.

The communities to which the targeted radio stations broadcast will be exposed to the benefits of gender sensitivity and social justice

resulting in greater women's participation in all aspects of community radio and with greater impact on public policy.

**2453 Bangladesh**  
**People's Research on Grassroots Ownership & Traditional Initiative**  
**Reducing the communication gap for coastal women**  
**Euros 9,660**

This project seeks to develop strategies to advance and ensure long-term participation of women in all aspects of community radio. The situation of underprivileged women in Bangladesh is one of discrimination and marginalisation. Using community radio the group will build awareness among highly marginalised groups of women in the coastal areas of Munda and Bagdi.

It will do this by producing radio programmes – including drama - as well as organising training workshops and yard meetings with the women. To ensure the project's success, the group will cooperate with the Bangladesh NGO Network for Radio and Communication (BNNRC), the National Institute of Mass Communication and local experts.

**2455 Dem Rep of Congo**  
**Community Radio and Television Network of South Kivu**  
**Promoting women's participation in community media**  
**Euros 9,800**

This project seeks to use radio broadcasting to contribute to the long-term peace building and reconstruction process underway in the Democratic Republic of Congo. It is particularly directed at women, who constitute 52% of the Congolese population and need to play a key role in this process. The themes and topics of the radio productions will include good governance, gender justice, peace, respect for the rule of law, the value of labour, gender, and culture.

Planned activities include the production of 648 radio and television programs on the stated themes, identification of human resources and experts in these topics as well as the organisation of outreach activities in schools and universities.



**2457 Fiji**  
**FemLink Pacific: Media Initiatives for Women**  
**Claiming communication rights via community radio**  
**Euros 24,505**

Through an action learning and network strengthening approach, WACC members and partners will be provided with a gender-inclusive and youth-responsive model to address gaps in communication. The project includes demonstrations of community radio and media in practice, including a broadcast using “suitcase radio”, which will enable peer learning for young women from the WACC Pacific network working in collaboration with five regional and five Fiji based correspondents from the FemLINKPACIFIC/GPPAC network.

This project will contribute to the development of a regional integrated community media service so that civil society organisations including women’s groups are able to effectively communicate priorities to policy-makers and influence decisions that impact peace, stability and sustainable development in the Pacific.

**2505 Kenya**  
**African Woman and Child Features Service**  
**Strengthening gender responsive reporting**  
**Euros 14,000**

In Kenya community radio has emerged as an influential platform in advancing the participation of marginalised groups and communities in development. But the programming of these radio stations is not gender-responsive and women are not seen as key sources of information. Nor are the radio stations holding county governments accountable for their gender mainstreaming approaches. This project will help five community radio stations in four counties (Nairobi, Narok, Busia, Kisumu) to formulate gender guidelines/policies to inform their editorial practice.

Activities include preparatory meetings with senior managers of selected community radio stations; a two-day workshop on drafting guidelines/policies and work plans; provision of technical support to community radios during the drafting process; training journalists from radios stations on gender responsive reporting; and holding constructive dialogue between

journalists, community members, and county government officials.

**2507 Myanmar**  
**Global Chin Christian Fellowship**  
**Setting up an FM radio station**  
**Euros 45,000**

This project based in Myanmar seeks to address the problem of the isolation of the Chin people which makes them a “forgotten” people at a time when the country is beginning a process of democratization in the middle of ceasefire and fundamental peace negotiations. It will launch a radio station which will allow for information and educational programmes to be broadcast to a segment of the population who otherwise would not be informed about ongoing developments. The present situation is that isolation has marginalized and disempowered Chin people living in such a remote area. By strengthening communication rights, awareness and public voices, the project will contribute to long-term peace and sustainability.



The aim of this initiative is to demonstrate how critical media reporting can strengthen the voices of people living in poverty, articulate their concerns and perspectives and enhance the effectiveness of actions aimed at addressing poverty and inequalities.

**2467 Dem Rep of Congo**  
**Sauti ya Mwanamke Kijijini (SAMWAKI)**  
**Making media sensitive to rural poverty in South Kivu**  
**Euros 10,800**

Media monitoring of rural poverty has revealed weak news coverage especially in regard to local communities and women. However, media can play an important role in the reduction of

In 2014 two community radio projects in Bangladesh supported by WACC won awards for “their outstanding contribution in championing girls’ and young women’s empowerment issues.”

The two stations were among five to receive the Girl Power Award for 2014, presented in Dhaka by the Bangladesh NGOs Network for Radio and Communication (BNNRC) in collaboration with Plan International Bangladesh.

The projects supported by WACC were Community Radio Padma 99.2 for an audio magazine program on a success story of a girl or young woman. Radio Padma won for its magazine program “Adommo” focussing on women in education.

The second winner was Community Radio Nalta



99.2, run by the Nalta Community Health Foundation, for a story that focused on a woman named Jamirun who was a victim of a child marriage, then a widow, and who lost all her possessions in a disaster. However, she still succeeded in her battle against poverty.

rural poverty by focusing on local problems and their solutions. In turn, this requires the establishment of a platform of media practitioners sensitised to rural reporting to serve as a link between editors of media outlets and local activists and practitioners.

This project will set up such a platform, training ten journalists belonging to three media based in villages and two in the city. Strengthening the capacity to do good rural reporting, putting into operation the media platform, and co-producing and co-broadcasting programmes of news reports through existing networks will form the core of this project.

**2474 Philippines**  
**IBON Foundation**  
**Monitoring media reporting of the urban poor**  
**Euros 10,365**

This project addresses the weak articulation of poverty issues by major media organizations on the supposed benefits of the government’s flagship anti-poverty program of conditional cash transfers and the demolition of poor urban communities in Metro Manila. It will contribute to improving the reporting and framing of these concerns through increased awareness among media practitioners. Better framing of these issues in the mainstream media could influence public perception and policy-making on poverty, especially urban poverty.

The project’s activities include media monitoring;

roundtable discussions with news managers/ reporters; producing print materials and two info-videos for media practitioners; an exposure program for media practitioners in an urban poor community; two media forums co-organized with the urban poor group Kadamay; and three media training workshops on poverty reporting.

**2479 Senegal**  
**Inter-African Network for Women, Media, Gender and Development**  
**Media coverage of rural poverty in French-speaking Africa**  
**Euros 18,000**

This regional project will tackle the problem of how news and information about poverty are dealt with by the mass media. It will measure how questions related to poverty are picked up by African media and how they are treated. It will provide quantitative and qualitative benchmarks about the level of poverty of different populations and if people living in poverty participate in debates or the decisions that affect their lives.

It will also lead to media professionals to increase poverty reporting on the continent and the need to listen to the voices of the poor. The overall aim is to strengthen poor communities’ right to information and communication and to sensitise governments and social actors through greater and better media coverage.

## HELPING WACC TO HELP OTHERS

All the projects on this list have been through a thorough process of screening in consultation with WACC's regional executive committees. The figure in Euros next to each project summary generally indicates the amount that still needs to be raised. The realization of these projects and activities depends, therefore, on the continued support of existing and new donors.

WACC welcomes all donations from individuals and organisations. Donations may be made to specific projects or programmes, or you may wish to make a general donation, which we will then allocate. If you would like to see further details of any of the listed projects or programmes in this booklet please contact our Toronto office: [info@waccglobal.org](mailto:info@waccglobal.org). You can send funds to WACC in a number of ways and from different parts of the world.

### **By Cheque**

Cheques in any of the major currencies should be made payable to WACC and sent to:

WACC General Secretariat  
308 Main Street  
Toronto, ON M4C 4X7  
Canada

### **By Bank Transfer**

Bank transfers should be directed to the appropriate WACC currency account at:

HSBC Bank Canada  
70 York Street  
Toronto, ON M5J 1S9  
Canada

SWIFT: HKBCCATT  
Account Numbers:  
Canadian Dollars (CAN\$) 002-430487-001  
US Dollars (US\$) 002-430487-070  
Euros (€) 002-430487-270

## **WACC's Vision** **COMMUNICATION FOR ALL**

### **WACC's 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.

The World Association for Christian Communication is registered in Canada as a not-for-profit corporation (438311-7) and an incorporated charitable organisation (number 83970 9524 RR0001) with its offices at 308 Main Street, Toronto ON, M4C 4X7. WACC is also a UK Registered Charity (number 296073) and a Company registered in England and Wales (number 2082273) with its Registered Office at 16 Tavistock Crescent, London W11 1AP, United Kingdom.