

# WACC

Projects 2012





**Front cover:** Mobilizing Media Consumer Women's Groups in Nepal. **Asmita Women's Publishing House, Media and Resource Organisation**, Almost 100 women in Banke and Sunsari districts of Nepal directly benefitted from training through this project, as leadership trainers, media advocacy campaign facilitators and news writers. News articles written by the women were published in the local newspaper and broadcast in FM radios. Asmita's work has led to commitments from media houses to enact in-house codes of conduct on gender equality and gender portrayal.

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# About WACC

## **Mission statement**

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.

## **WACC governance and membership**

WACC is a registered charity with its Secretariat based in Toronto, Canada and a continuing office in London, UK. Its key network is its eight Regional Associations in Africa, Asia, the Caribbean, Europe, Latin America, the Middle East, North America and the Pacific. The organisation is governed by officers elected by and from these Regional Associations.

WACC has 1,566 corporate and personal members and affiliates in 130 countries. Membership is open to people of all faiths and those who share WACC's objectives. Members include grassroots activists, alternative media networks, media practitioners, educators, academics, church and community leaders as well as ecumenical and development groups.

## **Projects and Programmes**

WACC's local, national and regional communication projects and partners bring about change in one or more of its primary programme areas:

- Recognising and building communication rights
- Media and gender justice
- Communication for peace
- Communication and poverty
- HIV and AIDS, communication and stigma
- Communication for ecumenism

# Welcome to WACC's Project List 2012

The hopes and aspirations of many communities and organizations are gathered into the projects described in these pages. In different ways according to local contexts, these projects will make a difference. They will

- advance the communication rights of marginalized people
- strengthen communication practices that advance non-violent transformation conflict and build cultures of peace
- enable women and men of different faiths and denominations to build community through communication initiatives
- help religious leaders and others to reduce HIV and AIDS stigma and the harm it causes
- support efforts to bring about gender-sensitive news media
- achieve a stronger voice for the poor, marginalised and excluded

The 43 one-year project partnerships presented here have been selected from among 384 proposals through a demanding selection process that included seeking advice from WACC's regional committees, and working with the project partners to refine their plans. They represent the best of the proposals we received, and they have a strong possibility of making a real difference to the lives of many people.

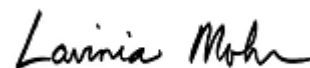
Some of the partnerships are with established groups trying new and innovative approaches. Other new partners have not previously received support from outside their country. WACC is especially proud to support dedicated and creative local groups who have not previously received international support for their effective projects changing lives. Their partnership with WACC often helps them later to attract further support. Some have gone on to earn substantial local and international recognition for their work by receiving awards.

Our Project List also outlines programme initiatives that WACC is committed to on an annual and multi-year basis. These are in areas where WACC offers a unique and transformative contribution to addressing global and regional communication issues.

Funding partners are an integral part of our commitment to communication for social change. Your partnership, with WACC and with the project and programme activities identified in this list, contributes to that goal of bringing about change for a better world today and tomorrow.



The Rev. Karin Achtelstetter  
General Secretary



Lavinia Mohr  
Deputy General Secretary  
and Director of Programmes

Projects at a glance	Africa	Asia	Caribbean	Europe	Latin America	Middle East	North America	Pacific
<b>Recognising and Building Communication Rights</b>								
Democratic Republic of Congo, € 6,000, Ref.1667 <b>Information Service for Young Women Survivors of Violence in the Democratic Republic of Congo</b> , Si Jeunesse Savait (SJS)	●							
South Africa, € 17,000, Ref. 1909 <b>The Status of Critical Communications Rights Ten Years After WSIS: Documenting Civil Society Perceptions to Influence Policy Agendas</b> , Association for Progressive Communications (APC)	●							
China, € 10,000, Ref. 1585 <b>Asia Pacific Conference on Alternative Radio Journalism and the Advancement of Migrants' Rights</b> , Asia Pacific Mission for Migrants (APMM)		●						
Indonesia, € 11,000, Ref. 1957 <b>Communication Rights for Peace and Development Advocates in South East Asia</b> , ICCO South East Asia		●						
Philippines, € 8,000, Ref. 1857 <b>Media Makers: Strengthening Voices of Filipino Women from Marginalised Communities</b> , Pinoy Media Center (PMC)		●						
Bosnia and Herzegovina, € 10,000, Ref. 1691 <b>Our Radio, Our Voice – Women in Bosnia and Herzegovina Taking Part in the Decision Making Process</b> , Association Vesta				●				
Argentina, € 7,980, Ref. 1822 <b>Building Young Indigenous Peasants' Communication Rights</b> , Movimiento Campesino de Santiago del Estero Vía Campesina (MOCASE VC)					●			
Ecuador, € 4,820, Ref. 1927 <b>Social Movements' Contributions to Communication Rights</b> , Agencia Latinoamericana de Información (ALAI)					●			

Projects at a glance	Africa	Asia	Caribbean	Europe	Latin America	Middle East	North America	Pacific
Mexico, € 10,500, Ref. 1639 <b>Gender Justice in Community Radio Stations</b> , Red de Radios Comunitarias de México (AMARC México)					•			
Mexico, € 7,970, Ref. 1950 <b>Defending the Communication Rights of Indigenous Women and Men</b> , Unión de Comunidades Indígenas de la Zona Norte del Istmo (UCIZONI)					•			
Peru, € 8,000, Ref. 1904 <b>Strengthening Capacity Among the Quechua Communicators' Network in the Ayacucho Region</b> , Chirapaq, Centro de Culturas Indígenas del Perú					•			
Uruguay, € 8,300, Ref. 1896 <b>Indigenous Voices from Bolivia: an Opportunity to Speak Out</b> , Inter Press Service - América Latina (IPS)					•			
Papua New Guinea, € 8,300, Ref. 1833 <b>Building Communications Capacities and Strategies for Middle-Sepik Villagers</b> , Sepik Wetlands Management Initiative (SWMI)								•
<b>Communication for Peace</b>								
Democratic Republic of Congo, € 8,800, Ref. 1807 <b>Involving Community Media in the Struggle Against Separatism</b> , Mouvement International des Femmes pour la Démocratie et le Développement (MIFED)	•							
Ghana, € 9,850, Ref. 1604 <b>Increasing Media Responsibility in Northern Ghana</b> , West Africa Network for Peace-building (WANEP)	•							
Republic of Congo, € 7,240, Ref. 1704 <b>Consolidating and Promoting a Culture of Peace</b> , Organisation pour le Développement et les Droits Humains au Congo (ODDHC)	•							

Projects at a glance	Africa	Asia	Caribbean	Europe	Latin America	Middle East	North America	Pacific
Jamaica, € 9,300, Ref. 1783 <b>No Truth, No Trust: Promoting Truth-Telling Mechanisms for Good Governance</b> , Jamaica Council of Churches (JCC)			•					
Peru, € 9,550, Ref. 1879 <b>Media and Social/Environmental Conflicts</b> , Comunicaciones Aliadas (CA)					•			
<b>Communication for Ecumenism</b>								
Argentina, € 8,000, Ref. 1918 <b>Strengthening Communication Capacities in the Ecumenical Movement</b> , Agencia Latino Americana y Caribeña de Comunicación (ALC)					•			
Chile, € 10,000, Ref. 1711 <b>Building Communication for Effective, Relevant and Grounded Faith</b> , Comunidad Teológica Evangélica de Chile (CTE)					•			
Guatemala, € 10,000, Ref. 1754 <b>Women of Faith Promoting Gender, Communication and Citizenship</b> , Centro Evangélico de Estudios Pastorales en América Central (CEDEPCA)					•			
<b>HIV and AIDS, Communication and Stigma</b>								
Nigeria, € 6,000, Ref. 1808 <b>Strengthening Behaviour Change Communication Among Faith-Based Female Leaders in Lagos State</b> , Journalists Against AIDS (JAAIDS)	•							
Tanzania, € 7,270, Ref. 1800 <b>HIV and AIDS and Stigma Cutback</b> , Anglican Church of Tanzania (ACT)	•							
Tanzania, € 7,200, Ref. 1984 <b>Training for Widows, Pastors Wives and Denary Workers on HIV and AIDS</b> , Moravian Church in Tanzania (MCT)	•							



Projects at a glance	Africa	Asia	Caribbean	Europe	Latin America	Middle East	North America	Pacific
Pakistan, € 9,900, Ref.1841 <b>Religious Leadership for HIV Prevention in Pakistan</b> , AIDS Awareness Society (AAS)		•						
Jamaica, € 9,560, Ref. 1789 <b>Reduce Stigma and Discrimination Using Communication!</b> , Women's Media Watch (WMW)			•					
<b>Media and Gender Justice</b>								
Ivory Coast, € 9,000, Ref. 1856 <b>Rebuilding Women's Image in the Media</b> , La Plateforme des Femmes pour Gagner (PFG)	•							
Nepal, € 8,000, Ref. 1713 <b>Sensitization Programme in Support of Formulating Gender Guidelines for the Media</b> , Asmita Women's Publishing House, Media and Resource Organisation		•						
Pakistan, € 8,500, Ref. 1832 <b>Capacity Building for Gender and Gender-Responsive Journalism</b> , Women Empowerment Organization (WEO)		•						
South Korea, € 4,075, Ref. 1714 <b>Church Women, Media and Gender Justice</b> , Korean Association of Women Theologians (KAWT)		•						
Bosnia and Herzegovina, € 11,660, Ref. 1712 <b>Promoting Gender-Ethical Journalism in Bosnia and Herzegovina</b> , Association Novi Put				•				
Argentina, € 8,000, Ref. 1949 <b>Media, Gender Justice and Communication Rights</b> , Equipo Latinoamericano de Justicia y Género (ELA)					•			
Ecuador, €12,000, Ref. 1716 <b>Building Capacity for Gender Justice in the Media</b> , Centro Internacional de Estudios Superiores de Comunicación para América Latina (CIESPAL)					•			
Peru, € 13,000, Ref. 1741 <b>The Media and Violence Against Women</b> , Asociación de Comunicadores Sociales Calandria					•			

Projects at a glance	Africa	Asia	Caribbean	Europe	Latin America	Middle East	North America	Pacific
Lebanon/Egypt, € 26,580, Ref. 1969 <b>Regional Media Literacy Workshop for Church Leaders</b> , Fellowship of the Middle East Evangelical Churches (FMEEC)						•		
Turkey, € 9,000, Ref. 1965 <b>Democracy on Air!</b> , Flying Broom Women Communication and Research Association						•		
Global, € 330,000 <b>Global Media Monitoring Project (GMMP)</b>	•	•	•	•	•	•	•	•
<b>Communication and Poverty</b>								
Cameroon, € 5,750, Ref. 1958 <b>Media, Community Voice and Food Security</b> , Réseau de Lutte contre la Faim (RELUFA)	•							
Nigeria, € 7,970, Ref. 1865 <b>Strengthening Rural People's Voices on Climate Change, Food Security and Poverty</b> , Connecting Gender for Development (COGEN)	•							
Tanzania, € 9,500, Ref. 1926 <b>Strengthening Farmers' Voices Through Radio Journalists</b> , Tanzania Farm Radio Initiative (TAFRI)	•							
Uganda, € 9,000, Ref. 1891 <b>Training East African Journalists to Cover People Affected by Drought</b> , Panos Eastern Africa	•							
Philippines, € 8,190, Ref. 1888 <b>Resilience and Food Security: Raising the Voices of Rural Women</b> , People's Coalition on Food Sovereignty (PCFS)		•						
Philippines, € 10,000, Ref. 1622 <b>Role of Peasant Women in the Movement Against Global Land Grabbing and Food Insecurity</b> , Rural Missionaries of the Philippines (RMP)		•						
Brazil, € 7,940, Ref. 1905 <b>Women of Expression - Women Adapting to Climate Change in Brazil</b> , Associacao Artigo 19					•			

Projects at a glance	Africa	Asia	Caribbean	Europe	Latin America	Middle East	North America	Pacific
Global Programmes								
Global, € 133,000 <b>Centre for Communication Rights 2011</b>	●	●	●	●	●	●	●	●
Global, € 20,000 <b>Communication Rights Web Portal</b>	●	●	●	●	●	●	●	●
Global, € 50,000 <b>Publication, <i>Media Development</i> and Occasional Publications, WACC</b>	●	●	●	●	●	●	●	●
Global, € 6,660 <b>Ecumenical Film Juries</b>	●	●	●	●	●	●	●	●
Global, € 110,000 <b>Development Initiative Programme</b>	●	●	●		●	●		●
Global, € 50,000 <b>Communication Leadership Training Program</b>	●	●	●	●	●	●	●	●

## **RECOGNISING AND BUILDING COMMUNICATION RIGHTS**

Communication is an essential human need and a basic human right. Claiming and using communication rights are integral to shaping societies that fully respond to human needs and people everywhere need the right to communicate to improve their economic, political, social and cultural lives. Attaining communication rights for women is a step towards gender equality. Projects will claim and build communication rights for human development, social inclusion and participatory citizenship, as well as creating an enabling environment by advancing awareness and recognition of communication rights locally, nationally or internationally.

WACC supports small projects that strengthen the voices of marginalised women and men to ensure that their collective concerns are represented in any form of media.

### **Democratic Republic of Congo**

**€ 6,000**

**Ref. 1667**

#### **Information Service for Young Women Survivors of Violence in the Democratic Republic of Congo, Si Jeunesse Savait (SJS), Democratic Republic of Congo**

According to statistics commonly used in the country, 50 women and girls are raped every day in the Democratic Republic of the Congo. These victims of sexual violence are often left with physical scars or diseases that require medical attention. However, the fear of being stigmatized by their communities and sometimes even their own families frequently prevents women and girl survivors of sexual violence from seeking necessary assistance. The project will create a free information service for survivors of rape and sexual violence in local languages which will be accessible by mobile phone. Survivors who call into the service will be able to obtain information how to seek assistance through the criminal justice system, and related information on accessing organizations that provide support to survivors. Users of the service will also have access to free counselling and psychosocial support. Making the service available through mobile phones will help ensure confidentiality and protect the privacy of survivors. Si Jeunesse Savait (SJS) was founded in 2001 by a group of communication students and people working in the Congolese media to create original programming, aimed at young people. In 2004, the organization expanded its focus to reproductive and sexual rights, the promotion of information and communication technology, and entrepreneurship.

### **South Africa**

**€ 17,000**

**Ref. 1909**

#### **The Status of Critical Communications Rights Ten Years after WSIS: Documenting Civil Society Perceptions to Influence Policy Agendas, Association for Progressive Communications (APC), South Africa**

The potential of the internet and other information and communications technologies (ICTs) to amplify the voices of marginalized men and women and to enhance people-centred development is indisputable. This project addresses two problems: the absence, in most parts of the world, of a people-centred approach to information society policy and regulation, and the fragmentation of the communications rights movement which had

mobilised so intensively to ensure that this approach characterised the outcomes of the UN's World Summit on the Information Society (WSIS). It will address these problems by engaging organisations and individual activists in Africa, Latin America and South and South East Asia who are involved in the Communications Rights in the Information Society campaign (CRIS), the WSIS, and current global communications policy forums, to gather their perceptions on what changes have occurred since 2003 in their countries, regions, or areas of activity. Established in 1990, the Alliance for Progressive Communication (APC) is a non-profit association of member and partner networks around the world committed to making the internet serve the needs of global civil society. APC engages in five interrelated areas: research, advocacy, network building, capacity development and strategic communications and outreach. The goal of the project is facilitate the development of global and national information society policy and regulation that has social justice, communication rights and people-centred development at its core. The project will be multi-country with coordination based in South Africa and Ecuador.

### **China**

**€ 10,000**

**Ref. 1585**

#### **Asia Pacific Conference on Alternative Radio Journalism and the Advancement of Migrants' Rights, Asia Pacific Mission for Migrants (APPM), China**

As global migration increases, many East and Southeast Asian countries have emerged as major receiving countries of migrant workers. Despite their contributions to the labour force of many nations in the region, migrant workers are among the most marginalized groups and are often subject to various forms of abuse. The Asia Pacific Mission for Migrant (APMM) is a regional organization that promotes and protects the rights and welfare of migrants in the Asia Pacific and Middle East regions through advocacy, mobilization and collaboration with regional partners. It assists migrants in the region to develop their capacity through establishing their own self-help groups, advocate for their rights and wellbeing and develop a strong solidarity and cooperation among migrants of different nationalities as well as nationals in the host country. This project will bring together radio journalists whose programs are focused on the rights, welfare and concerns of migrants in a knowledge sharing and information exchange conference that will also include migrants. The conference will enable broadcasters and other stakeholders to discuss their practices and experiences in reporting issues related to migrant rights, identify challenges, consider political trends, develop strategies for better reporting and consider opportunities for cooperation. It will result in a report documenting the experiences of radio journalists advocating migrants' rights in the region, and the development of a website which will provide updates and information on the experiences and activities of migrant workers and journalists who report on migrant issues.

### **Indonesia**

**€ 11,000**

**Ref. 1957**

#### **Communication Rights for Peace and Development Advocates in South East Asia, ICCO South East Asia, Indonesia**

ICCO South East Asia and the Pacific is the regional Office of the Interchurch Organisation for Development Cooperation (ICCO) based in the Netherlands. ICCO South East Asia works to promote human rights, democracy and peace building in the region. This six month project will strengthen the communication rights capacities of local peace and

development advocates in Indonesia, Burma, Cambodia, Philippines, Vietnam and Thailand. Building the communication rights of vulnerable and marginalized women and men is essential to promoting communication rights as an integral component of human rights, peace building and the advancement of democratization. As part of a regional strategy to develop a gender, rights-based and conflict-sensitive platform for the promotion of human rights in the South East Asia and Pacific region, the project will train 20 peace and development advocates on developing communication rights strategies and messages rooted in the regional contexts. To increase multistakeholder partnerships in addressing the root causes of conflicts in the region, the project will also train 10 ICCO/Kerk in Actie (KiA) regional officers in inclusive communication rights.

### **Philippines**

**€ 8,000**

**Ref. 1857**

#### **Media Makers: Strengthening Voices of Filipino Women from Marginalised Communities, Pinoy Media Center (PMC), Philippines**

Despite their involvement in various movements aimed at advancing their political, socio-economic and cultural rights in Filipino society, the voice of women from marginalized communities such as the urban poor, youth, and migrant family communities is frequently excluded from mainstream media. This undermines their communication rights and furthers their social inclusion in the country. The project *Media Makers: Strengthening Voices of Filipino Women from Marginalised Communities* aims to ensure the communication rights of Filipino women through trainings in citizen journalism for marginalized women, media communication skills for women leaders, and gender-sensitive reporting for journalists and student journalists. Pinoy Media Center (PMC) is a non-profit, non-governmental organisation committed to grassroots media development, information communication for advocacy, and bridging the gap between the media and marginalised communities. In 2002, PMC established *Pinoy Weekly* as an alternative publication to report on underrepresented sectors of Philippine society: women, youth, urban poor, migrants, workers, and peasants and indigenous peoples. Through this project, women trained in news and feature writing, opinion writing, photography, and broadcasting will be encouraged to become regular correspondents for *Pinoy Weekly*, and will also be helped to create their own community media outfits. PMC sees the project as a way of strengthening the voices of marginalised women and men to ensure that their collective concerns are represented in any form of media.

### **Bosnia and Herzegovina**

**€ 10,000**

**Ref. 1691**

#### **Our radio, Our Voice – Women in Bosnia and Herzegovina Taking Part in the Decision Making Process, Association Vesta, Bosnia and Herzegovina**

The fair and equal representation of people from different backgrounds in decision making is an important component of participatory citizenship and building more inclusive communities. Marginalised groups, especially women, are disproportionately represented in mainstream media coverage in Bosnia and Herzegovina. Informal groups are particularly affected as they are not properly represented, and are practically invisible to local decision makers. Vesta is a non-governmental organization founded in 1998, by a small group of enthusiasts from Tuzla city to develop and implement media programmes aimed at empowering citizens to actively participate in decision making processes.

Through this project, Vesta aims to assist marginalised citizens, primarily women, to raise their voice, express their needs and concerns, and build a channel of communication with local decision makers. Over the course of 10 months, the project will train 20 women on the role of media, public advocacy and active citizens' participation. It will also produce and broadcast shows on *Vesta Radio* focusing on various themes identified by representatives of specific marginalized groups. The project is particularly relevant in view of impending local elections in 2012, where local decision makers will be designing their election platforms. Vesta anticipates that the project will benefit both marginalised groups, and local authorities in Tuzla.

**Argentina**

**€ 7,980**

**Ref. 1822**

**Building Young Indigenous Peasant's Communication Rights, Movimiento Campesino de Santiago del Estero Vía Campesina (MOCASE VC), Argentina**

MOCASE belongs to the National Movement of Indigenous Peasants which in turn is part of La Vía Campesina, the international peasant movement. Based in Santiago del Estero in northern Argentina, MOCASE brings together more than 9,000 families. Its overall aim is to protect land rights of the indigenous peasants and to promote solidarity, healthy food, agro-ecology, development, justice and social change. The indigenous peasant people in the area are constantly threatened with eviction from their land with little means of communication among themselves. The mass media in the area reproduce the discrimination and marginalisation felt by the indigenous rural people. MOCASE feels that it is essential to construct their own means of communication that can help the communities to generate and circulate their own information that reflects their life and struggles, and help to build consensus on the ways forward. The project aims to establish a community radio station, and to provide technical and conceptual training for local youth in radio production. The radio station will allow the youth to articulate and share views of the problems they face, and to protect their indigenous identity and way of life. It will also reinforce the links between the rural people to defend nature and food sovereignty.

**Ecuador**

**€ 4,820**

**Ref. 1927**

**Social Movements' Contributions to Communication Rights, Agencia Latinoamericana de Información (ALAI), Ecuador**

ALAI works for the democratisation of communication through training and advising social movements in Latin America and the Caribbean to develop their communication strategies, and through carrying out participatory research and studies, and has generated and participated in several initiatives for the advancement of communication rights. One of the lessons of the Latin American and Caribbean process calling for change in communication has been the need to recognise that its potential can only be fully realized when communication rights become a broadly based aspiration. However, the proposals and initiatives in this topic by social organisations that do not have communication as their central activity are not widely known. Given that their broad participation in the search for communication rights is essential, this project will help to collect and disseminate their contributions as an element in the construction and consolidation of a movement for communication rights. It will compile and publish a panorama of initiatives in several social sectors related to the affirmation, claiming and exercise of communication rights from the

perspective of social movements. This may help other social movements, communication networks and leaders to formulate their own proposals and initiatives related to communication rights.

**Mexico**

**€ 10,500**

**Ref. 1639**

**Gender Justice in Community Radio Stations, Red de Radios Comunitarias de México (AMARC México)**

The Network of Community Radios in Mexico (AMARC México) groups together 31 community radio initiatives in Mexico, including 15 licensed stations in 12 states throughout the country. International bodies have recognised the importance of media in transforming behaviour and cultural practices. This project aims to position the theme of gender justice in Mexican community radios, and to strengthen the position of women within the radio stations so that they can have more influence in the radio and in their community. This will help the communities to see that women are persons with rights. A few years ago, WACC supported a project in Santa María Tlahuitoltepec, southern Oaxaca, to strengthen the leadership and position of women in Radio JenPoj, a community radio station serving the Mixe indigenous people. The greater presence of women and their concerns in the community radio station and its broadcasts was a factor that led to the empowerment of women in a community that recently elected its first female municipal president. It wants to bring together women from each station to help them devise a strategy and initiate a process to increase the position and leadership of women within their radio stations and bring a gender perspective to all the programming. It plans to do this using the lessons learned in the successful earlier project in southern Oaxaca.

**Mexico**

**€ 7,970**

**Ref. 1950**

**Defending the Communication Rights of Indigenous Women and Men, Unión de Comunidades Indígenas de la Zona Norte del Istmo (UCIZONI)**

The Union of Indigenous Communities of the Northern Isthmus of Tehuantepec strengthens its members' efforts to defend their human rights, autonomy, culture, land and natural resources through providing legal and technical advice, training and collective management of economic resources. Among the many challenges and problems facing the peoples of the area are environmental damage, the loss of their land to foreign corporations, and the threat to indigenous varieties of corn that is the staple food of the indigenous peoples. The communities feel a strong need to strengthen community life and values that can help them to better defend their rights. The project will train 30 Mixe, Mixteca, Zapoteca, Chinanteca and Huave women and men in community journalism and radio production skills. They will use their new abilities in community radio reporting and programmes incorporating a gender perspective on themes such as environmental protection, conservation of indigenous corn, gender equality, and human and indigenous rights. The project will help ensure that women and men from the communities participate actively in the forum provided by community radio. The project is inspired by international recognition in multilateral agreements that indigenous peoples have the right to create and use their own communication media.



**Peru**

**€ 8,000**

**Ref. 1904**

**Strengthening Capacity Among the Quechua Communicators' Network in the Ayacucho Region, Chirapaq - Centro de Culturas Indígenas del Perú, Peru**

In Peru, indigenous peoples experience marginalisation and discrimination that prevents their social inclusion and participation as citizens. Their rights and identity are not adequately respected in the Peruvian media system. The Chirapaq Centre for Indigenous Cultures in Ayacucho wants to address this situation by training 50 indigenous communicators, both women and men, in radio production skills. The training will use an approach grounded in communication rights and indigenous rights. The communicators will then be better able to make use of the potential of local radio stations to increase awareness and knowledge of indigenous peoples' rights among both general public opinion and the indigenous people themselves.

**Uruguay**

**€ 8,300**

**Ref. 1896**

**Indigenous Voices from Bolivia: an Opportunity to Speak Out, Inter Press Service América Latina (IPS), Uruguay**

Inter Press Service is a news agency present in more than 100 countries that concentrates on coverage of disadvantaged and excluded social groups and peoples, especially in southern countries. Its news reaches over 250 publications and hundreds of radio and on line news sites in 15 Latin American countries. IPS Latin America office editorial policy gives special attention to the preservation of indigenous cultural values, incorporating gender equality and the participation of women. In Bolivia, the historical marginalisation of the majority indigenous population remains a widespread phenomenon, despite the election of the country's first indigenous president a few years ago. IPS wants to increase coverage of topics important to Bolivia's indigenous communities, their experiences, culture and traditions through the eyes of indigenous journalists. Indigenous women and men who are journalists live a constant tension between activism and professional journalistic practice. Eight of them will receive training, practical experience and professional editorial accompaniment in producing high quality reports. The quantity and quality of reporting about matters of concern to Bolivia's indigenous communities will grow, and the greater visibility will help increase social cohesion.

**Papua New Guinea**

**€ 8,300**

**Ref. 1833**

**Building Communications Capacities and Strategies for Middle-Sepik Villagers, Sepik Wetlands Management Initiative (SWMI), Papua New Guinea**

When Swiss based multinational mining company, XStrata, established a large copper and gold mine upstream from the villages of the Middle-Sepik, locals became concerned about the potential impact of the mine on their environment, livelihoods, community and culture. Similar upstream mining projects in Papua New Guinea such as the Ok Tedi Mine on the Fly River had been linked to the degradation of the local environment, culture and economy of villages downriver. This project will bring together people from Middle-Sepik community to build awareness and develop communication strategies to assist them establish an effective voice and presence to respond to the mining company and the

government. It will combine local knowledge and expertise with outside technical and organizational assistance to build engagement and communication strategies. Working with Pacific Peoples' Partnership (PPP) based in Victoria, Canada, the project will conduct workshops and information sessions in the villages and bring together village leaders to identify needs, assess capabilities, discuss strategies for responding and plans for managing relations with the mine and dealing with the barges that will be stopping in the villages on their way down the river with ore. Specific outcomes will be plans and priorities for next steps, e.g. websites, information sessions and meetings with mine management and baseline resource mapping. The Sepik Wetlands Management Initiative (SWMI) was formed in 1998 to address wetlands degradation in the middle and upper Sepik River regions and to conduct awareness on important social and economic issues. It has previously undertaken projects aimed at developing community-driven conservation projects in Middle Sepik.

## COMMUNICATION FOR PEACE

Communication for peaceful co-existence supports the emergence of tolerant and well-integrated societies at local, national and global levels. Peaceful societies are founded on political, economic, social and gender justice. The churches and other civil society organisations are uniquely positioned to advance mutual understanding, peace and justice, and the integrity of creation. Projects will put into action peace journalism and other communication strategies contributing to conflict prevention and a culture of peace.

WACC supports small projects that strengthen peace journalism in community media to promote non-violent transformation of local or national conflict.

### **Democratic Republic of Congo**

**€ 8,800**

**Ref. 1807**

#### **Involving Community Media in the Struggle Against Separatism, Mouvement International des Femmes pour la Démocratie et le Développement (MIFED), DRC**

The International Movement of Women for Democracy and Development (MIFED) is a non-governmental organization created in 1994 to tackle discrimination against women and to promote women's social and cultural rights. In an effort to consolidate peace and to reduce pre- and post-electoral violence, MIFED intends to address the problem of separatism and intolerance fomented by some of the country's media. This project will involve community media in advocating a climate of tolerance within and between different communities by organizing a four-day training workshop for 18 women and men journalists who will craft a code of conduct and good practices for distribution to journalists in Kinshasa and Lubumbashi, as well as the production and broadcast of radio and television programmes on the positive role the press can play in conflict-management. The project is aimed at women and men equally and will partner with the Higher Council for Audiovisuals and Communication (CSAC), which regulates audiovisual matters in the Democratic Republic of Congo.

### **Ghana**

**€ 9,850**

**Ref. 1604**

#### **Increasing Media Responsibility in Northern Ghana, West Africa Network for Peace-building (WANEP), Ghana**

The West Africa Network for Peace-building (WANEP) is a non-profit, non-governmental organization established in 2002 as part of civil society's effort to prevent, resolve, and transform violent conflicts through the collective efforts of groups and individuals actively engaged in peace-building. WANEP intends to tackle the current situation in the north of Ghana, which is characterised by insecurities related to chieftaincy, land and ethnic conflicts and where there is escalating tension as a result of the media's coverage of negative pronouncements by politicians. As Ghana's 2012 elections draw closer, the role of the media in preventing conflict and in providing fair and balanced reporting becomes increasingly important. Lack of capacity by media personnel in the north as well lack of awareness about the effects of their publications on peace are contributory factors. By means of this project WANEP seeks to raise the level of professionalism and responsible

journalism among media practitioners in order to promote peace. The project envisages a consultative meeting with the chief executive officers of media houses; a consultative meeting with executives of the Ghana Journalist Association from three regions of the north; a two-day training workshop for editors and journalists of media houses; and the production of debates on local radio stations.

**Republic of Congo**

**€ 7,240**

**Ref. 1704**

**Consolidating and Promoting a Culture of Peace, Organisation pour le Développement et les Droits Humains au Congo (ODDHC)**

The Organization for Development and Human Rights in the Congo (ODDHC) was formed in 2005 to promote and protect human rights in the country. It works to make known international and national human rights instruments, for the full development of women and children, and towards establishing equitable justice and a state of law in the Congo. ODDHC has noted that during electoral periods, the Congolese media are used as vehicles for messages and attitudes that are overtly partisan and that worsen an already volatile situation. Since the media could play a more positive role, this project aims at a qualitative change in favour of peace, tolerance and human rights. The project comprises a national training workshop for professionals from public, private and community media on promoting a democratic consensus and respect for human rights, followed by the production and broadcast of articles and programmes on building a culture of peace. ODDHC will work with the Congolese Media Observatory, a specialist in media monitoring, to evaluate articles and broadcasts.

**Jamaica**

**€ 9,300**

**Ref. 1783**

**No Truth, No Trust: Promoting Truth-Telling Mechanisms for Good Governance, Jamaica Council of Churches (JCC), Jamaica**

The Jamaica Council of Churches (JCC) runs the Truth and Justice Action Group (TJAG), whose members include a mix of academics, peace activists and faith-based practitioners. In Jamaica, crime, violence, corruption, lack of accountability, distrust, injustice and poor leadership are among the problems facing society. In 2006, a national truth and reconciliation commission was proposed to 'break the back of crime and violence and corruption by going to the root in which it hides underground.' It never materialised because there was not a sustained campaign at the time. Now, a new study has proposed that since 'Jamaica's problem starts with its politics, any solution must first aim to address politics and that a truth commission is 'a powerful instrument of transition away from one kind of politics to a better [and] more responsible one.' The JCC believes that a proper campaign will translate this proposal into effective action by reigniting interest in and discussion of this important tool. Project activities will include assessments of key audiences' knowledge of truth commissions and truth-telling mechanisms; development of an online forum/blog; a public lecture; presentations to and meetings with key stakeholders; communicating the issues to stakeholders; and a national forum on the establishment of a truth commission in Jamaica.

**Peru**

**€ 9,550**

**Ref. 1879**

**Media and Social/Environmental Conflicts, Comunicaciones Aliadas (CA), Peru**

Comunicaciones Aliadas (CA) was formed in 1964 under the name Noticias Aliadas to produce and disseminate information and analysis about Latin America and the Caribbean from the perspective of human rights, as well as strengthening the communication capacities of leaders in society. In Peru, the problems faced by communities affected by the activities of extractive mining industries have been ignored or distorted by the mass media. CA will build the capacity of environmental journalists to offer more balanced information from the locations where conflicts are most intense, based on the need to encourage intercultural dialogue as a mark of respect for the diversity of existing cultures. Many journalists, however, lack training in accessing and using new technologies of communication. This project will first survey media coverage of environmental issues in influential print and digital media. It will then train 25 environmental journalists in adequate coverage of relevant issues and in using appropriate technologies, and produce a training manual with a particular focus on gender and interculturality.

## COMMUNICATION FOR ECUMENISM

This area of work aims to support ecumenical and inter-faith communication that reflects WACC's 'Christian Principles of Communication'. Projects will implement communication strategies and practices aimed at greater tolerance and enhanced capacity of faith-based groups to relate to each other in constructive ways.

WACC supports small projects that:

- Strengthen communication practices that enable women and men of different denominations to act together to build community.
- Support communication practices advancing inter-faith understanding through representing religious and cultural difference in a fair and balanced way.

### **Argentina**

**€ 8,000**

**Ref. 1918**

#### **Strengthening Communication Capacities in the Ecumenical Movement, Agencia Latino Americana y Caribeña de Comunicación (ALC), Argentina**

The Latin American News Agency (ALC) was created in 1994 by regional church-related entities with the aim of developing Christian communication and enhancing the ecumenical movement. It produces and distributes information, reflection and analysis strategically relevant to the ecumenical movement. The current project tackles the lack of visibility of the movement's work in defence of human rights and its stance against authoritarian, top-down and macho culture in Latin America and the Caribbean. ALC will train communicators from different countries, cultures and confessions to rethink the dominant culture in a critical and democratic way aimed at strengthening notions of fairness, integrity, and good citizenship.

### **Chile**

**€ 10,000**

**Ref. 1711**

#### **Building Communication for Effective, Relevant and Grounded Faith, Comunidad Teológica Evangélica de Chile (CTE), Chile**

The Protestant Theological Community of Chile (CTE) is a non-governmental organization whose purpose is to unite women and men belonging to different churches in accordance with its vision of providing a pastoral service for the people of Chile. After 20 years of democracy in the country, the CTE has noted the absence in public discourse of the voices of women, indigenous peoples, workers, students, children, the poor and marginalized who are facing problems posed by the economy, globalization, and the exploitation of natural resources. Through this project CTE intends to open up spaces of encounter, exchange and dialogue using alternative means of communication to promote citizens' participation in responsible decision-making. The project will establish a web site to carry audio and video material originating in different local communities, and it will train community communicators to use online radio to share programmes, news, music and videos on important questions affecting the country. This request is for the purchase of studio equipment, coordination, production, and set-up costs.

**Guatemala**

**€ 10,000**

**Ref. 1754**

**Women of Faith Promoting Gender, Communication and Citizenship, Centro Evangélico de Estudios Pastorales en América Central (CEDEPCA), Guatemala**

The Women On Air Network is part of the Latin American Protestant Centre for Pastoral Studies (CEDEPCA) working to promote greater participation by women in the life of the churches and in public decision-making processes in Guatemalan society. This is a context in which inequalities of gender, ethnicity and class are exacerbated by fundamentalist, conservative, and patriarchal social structures that severely limit the communication rights of women as citizens. In addition, the owners and editors of the country's mass media reveal prejudice and ignorance with regard to the realities facing women, their claims and contribution to society. This project will provide capacity-building for CEDEPCA, allowing 17 women of faith to see themselves as social subjects through training in theory and practice, to work on a series of radio productions, and to create a methodological handbook for use with the radio series.

## **HIV AND AIDS, COMMUNICATION AND STIGMA**

Stigmatisation and discrimination towards people living with HIV and AIDS increase the difficulties they experience, fuels the spread of HIV and increases the harm it causes. Many well-meaning efforts to address HIV and AIDS are insensitive to gender issues. WACC supports communication strategies that are gender sensitive to change stigmatising and discriminatory behaviour that contributes to the spread of HIV and the harm it causes.

WACC supports small projects that mobilise faith communities to reduce HIV-related stigma and discrimination using communication strategies that include people living with HIV and AIDS.

### **Nigeria**

**€ 6,000**

**Ref. 1808**

#### **Strengthening Behaviour Change Communication Among Faith-Based Female Leaders in Lagos State, Journalists Against AIDS (JAAIDS), Nigeria**

Stigma and discrimination against people living with HIV and AIDS (PLHIV) in churches is fuelled by a lack of openness about HIV which continues to reduce the effectiveness of HIV and AIDS interventions. This project seeks to contribute to reducing stigma and promoting open discussions about HIV within the faith-based community. Through advocacy visits, planning meetings and training in churches in Lagos, this project will bring together female church leaders, journalists, leaders of marriage counselling units in churches, and PLHIV. Key outcomes expected include increased open and informed discussions about HIV among church leadership and followers, delivery of balanced and informed counselling on HIV by marriage counselling team and the initiation by the church leadership of specific interventions aimed at addressing the stigmatisation/discrimination of PLHIV. The project is implemented by Journalists Against AIDS (JAAIDS) Nigeria, a civil society organisation founded in 1997 as a platform for media activism around the issue of HIV and AIDS. JAAIDS' mission is to contribute to the prevention, care and control of HIV and AIDS in Nigeria by providing innovative communication interventions that will facilitate positive behaviour change to reduce the spread of the pandemic.

### **Tanzania**

**€ 7,270**

**Ref. 1800**

#### **HIV and AIDS and Stigma Cutback, Anglican Church of Tanzania (ACT), Tanzania**

Stigma and discrimination against people living with and affected by HIV (PLHIV) remain primary hurdles in addressing prevention and care issues, and are stumbling blocks in ensuring access to vital services. This project will reach out to PLHIV, church leaders, community leaders and community members in 5 parishes to increase their awareness about policies and strategies that protect the rights of PLHIV and people from most at risk populations such as youth. This project by the Anglican Church of Tanzania will build capacity of 1000 primary beneficiaries to fight HIV-related stigma. The project will see to the development of HIV and AIDS competence plans as well as their incorporation into congregational and community plans. The project will ensure continued cascade training



on HIV prevention and stigma eradication at congregational and community level, with the use of the national policy manual for the rights of people living with or affected by HIV as a training resource. The Anglican Church of Tanzania (ACT, formerly the Church of the Province of Tanzania) was established in 1970 as an independent Province and is headquartered in Dodoma. The ACT has 26 dioceses, 25 in Tanzania mainland and 1 in Zanzibar.

#### **Tanzania**

**€ 7,200**

**Ref. 1984**

#### **Training for Widows and Denary Workers on HIV and AIDS Prevention, Moravian Church in Tanzania, Tanzania**

The project's overall objective is to reduce stigma and discrimination against people living with HIV and AIDS (PLHIV) and reduce new infections in the South West province of Tanzania. PLHIV lack access to proper information, especially in rural areas. The project seeks to train women to combat stigma and discriminatory practices and to care for neglected, infected and affected persons in the community through home visits and social gatherings. The project will facilitate the incorporation of awareness segments into regular Sunday and Friday worship services, training seminars for 80 women and on-air live interactions between radio listeners and HIV and AIDS experts. The project is an initiative of the Moravian Church in Tanzania South West Province.

#### **Pakistan**

**€ 9,900**

**Ref. 1841**

#### **Religious Leadership for HIV Prevention in Pakistan, AIDS Awareness Society, Pakistan**

In Pakistan HIV is said to be a concentrated epidemic, but there exists a window of opportunity to check its spread. Religious leaders can play an important role in this regard. However many religious leaders lack the necessary skills to address HIV in the Pakistani context. The project adopts a gender-aware inter-faith and ecumenical approach that involves female and male Christian, Muslim, Hindu and Sikh religious leaders. It centers on the issue of stigma and discrimination, and gaps in knowledge about HIV and AIDS in Pakistan. The direct beneficiaries include 64 religious leaders and 36 faculties in religious leaders training institutes. They will gain capacity on strategies to create awareness about HIV and to undertake advocacy for the rights of people living with HIV and AIDS. Their mandate will be to transfer the new knowledge at the community level to reach almost 50,000 people in their respective communities by the end of the project. The project is an initiative of AIDS Awareness Society (AAS), a local civil society organisation established in 1993. AAS works with HIV+ persons, female and male sex workers, transgender persons, street youth and religious leaders, among others, to increase knowledge about HIV and AIDS and to advocate for the rights of most at risk populations and HIV+ persons.

**Jamaica**

**€ 9,560**

**Ref. 1789**

**Reduce Stigma and Discrimination using Communication!, Women's Media Watch (WMW), Jamaica**

Jamaica's HIV prevalence rate is high and on the increase, particularly among women and youth. Recent Ministry of Health studies have identified lack of information among faith community leaders in Jamaica, a country that is predominantly Christian. There is also hesitation in congregations to be inclusive of persons believed to be HIV positive. Fear of stigma and discrimination prevent many within faith communities from disclosing their HIV status and from seeking support. The Church's impact on Jamaican values and norms is considerably influential and thus it becomes important to rally faith communities in the response to HIV and AIDS. The Ministry of Health research in 2010-2011 identified a demand from the religious leaders for more sensitization because of the continued discomfort and increase of the pandemic within their communities. The project by Women's Media Watch (WMW) will build the capacity of 32 faith community leaders to implement communication strategies to increase their congregation and communities' knowledge of the harm done by stigma and discrimination against people living with or affected by HIV and AIDS. The project will lay particular emphasis on gender issues and the importance of the involvement of women, one of the most at risk populations in faith communities. WMW is a non-governmental organization established to promote gender equity and reduce gender-based violence in Jamaica. WMW has developed an integrated approach that includes training and advocacy on gender, sexuality and HIV and AIDS.

## **MEDIA AND GENDER JUSTICE**

Stereotyped and unequal representation of women and men in the mainstream media is a major impediment to attaining gender equality, sustainable development and communication rights for all. Projects will promote the fair and balanced representation of women and men in the media.

WACC supports small projects that increase the media's commitment to gender-ethical journalism by supporting initiatives by women's rights groups, media practitioners and other civil society organisations.

### **Ivory Coast**

**€ 9,000**

**Ref. 1856**

#### **Rebuilding Women's Image in the Media, La Plateforme des Femmes pour Gagner (PFG), Ivory Coast**

The current climate of national reconciliation in the Ivory Coast provides an opening to bring attention to women's stereotypical and degrading representation in Ivorian media persisting since 1990. The project's ultimate objective is to restore women's dignity in media portrayal that is more objective, gender-fair and balanced. The project will collect evidence on media representation of women across the period 1990-2010 and apply the evidence to lobby government authorities, public awareness, strengthening capacity of women leaders and media professionals. The project will establish a gender-focussed observatory to monitor media portrayal and representation of women over the long term. The project is expected to result in the adoption and application on gender-aware media codes, as well as to influence changes in media practice. The project is an initiative of La Plateforme des Femmes pour Gagner (PFG), a civil society organisation established in 2005 in the context of the political crisis in the Ivory Coast. PFG brings together professional associations, unions, women's political organisations and other civil society groups around a common vision for women's empowerment in decision-making and self determination.

### **Nepal**

**€ 8,000**

**Ref. 1713**

#### **Sensitization Programme in Support of Formulating Gender Guidelines for the Media, Asmita Women's Publishing House, Media and Resource Organisation, Nepal**

While Nepali media have developed remarkably over the past few years, gender biases and prejudices persist. No media house has adopted gender guidelines to enable the institutionalization of gender sensitivity in reporting. Thus, the lack of gender guidelines for media is understood to be an important barrier obstructing gender sensitive journalism. Through the formulation of gender guidelines and their effective implementation, shortcomings in media could be addressed that would pave the way for media to contribute to empowering women and achieving gender equality. The project will emphasize the need for gender guidelines for media in 6 districts including Kathmandu. The direct beneficiaries include journalists, media producers, women rights activists and media consumer women. Major expected outcomes include: enhancement in thematic

expertise, knowledge and insights; formulation and adoption of gender guidelines for local media; creation of an affirmative environment to develop guidelines at national level; and enabling media to eliminate gender biases at the same time as they promote gender equality. The project is an initiative of ASMITA, a non-governmental organization visible in advocacy for gender equality, women's human rights, empowerment and progress through mass communication. Over the past 20 years, ASMITA has worked to enrich gender discourse in Nepali society by publishing various materials and provide up-to-date information for journalists in particular on contemporary women's issues.

**Pakistan**

**€ 8,500**

**Ref. 1832**

**Capacity Building for Gender and Gender-Responsive Journalism, Women Empowerment Organization (WEO), Pakistan**

Gender discrimination and violence against women prevail in the male dominant Pakistani society. Interpretations of Islam and patriarchal cultural norms have worked together to create discriminatory legal frameworks and practices that fuel violence against women. The project will build the capacity of women's rights activists and media professionals to highlight gender in their work in order to reduce discrimination and gender violence. Project activities include training of trainers of women's rights activists, editors and reporters, an open forum for interchange between media and civil society and, an advocacy campaign for gender justice. It is expected that new gender perspectives in media reporting will generate positive public opinion in favour of eliminating discrimination and gender-based violence. The project is an initiative of Women Empowerment Organization (WEO), a non-profit and non-political organization established in 2006 by women from grassroots communities dedicated to uplifting the marginalized and oppressed women of Pakistan. WEO is committed to work for women's human rights, gender justice and against gender-based violence.

**South Korea**

**€ 4,075**

**Ref. 1714**

**Church Women, Media and Gender Justice, Korean Association of Women Theologians (KAWT), South Korea**

This project addresses distorted representation of women through objectification and commodification of women's bodies and sexuality in the media. In Korea, many young women suffer from negative body image, sexual harassment, and sexual violence. They often lack self-esteem and are reluctant to seek help and report the crimes. The project offers consciousness raising and gender awareness education to make clear the misrepresentation of gender in the media and to take actions in tackling gender discrimination in church and society. The project is expected to result in more emancipated feminist self-images, consciousness about gender issues in the media, and active resistance to discrimination against women in the church and media. The project is an initiative of the Korean Association of Women Theologians (KAWT) established in 1980 by women theologians who had graduated from theological seminaries, theology professors and church women. KAWT's mission is to spread feminist theology, to improve gender equality in church and society and to contribute to democratization and unification of Korea.

**Bosnia and Herzegovina****€ 11,660****Ref. 1712****Promoting Gender-Ethical Journalism in Bosnia and Herzegovina, Association Novi Put, Bosnia and Herzegovina**

Bosnia & Herzegovina (BiH) is a patriarchal country with dominant stereotypes about women. There are tendencies in BiH media to marginalize women's role in society and to liberally employ gender insensitive language in reporting. The Global Media Monitoring Project research in 2010 revealed that BiH women are largely invisible with respect to news media focus and content. The project is intended to increase media commitment to gender-ethical journalism and to usage of gender-sensitive language (GSL) in BiH media practice. The strategy is to develop knowledge and skills on GSL and gender equality with media representatives, and as well to improve the quality of cooperation between media and women's civil society organizations. The project will convene press conferences, interactive workshops, trainings, lectures, map the current situation in BiH media, and lobby for increase of media commitment to gender-ethical journalism and GSL use. The direct beneficiaries include 200 BiH male and female journalists, editors from print and electronic media, representatives of women's non-governmental organizations (NGOs) and the general public. An important expected outcome is the improvement of editors' media policy from a gender-ethics perspective. The project is an initiative of Association Novi Put that works on gender equality, violence and human trafficking in BiH. Novi Put is the only BiH member of the European NGOs Platform Against Trafficking, Exploitation and Slavery (ENPATES), a platform of 48 NGOs from 38 European countries.

**Argentina****€ 8,000****Ref. 1949****Media, Gender Justice and Communication Rights, Equipo Latinoamericano de Justicia y Género (ELA), Argentina**

The aim of the Latin-American Gender Justice Team (ELA) is to improve the social, political and economic situation of women. Composed of prominent female lawyers and sociologists, it serves as a bridge between generations working on legal matters and public policy. ELA has identified the absence of an emphasis on rights on the part of print media when they address themes that directly affect the lives of women, leading to the reproduction of gender stereotypes. The aim of this project is to improve mass media commitment to gender balance by developing a manual for journalists, which will be widely distributed and placed in the libraries of communication and journalism training centres, together with an Internet web page focusing on women's rights and news analysis from a gender perspective. Awareness-building and discussion workshops will be held for journalists, students, and members of the judiciary's own news agency in order to build bridges between the justice and media spheres. The project will take place in Argentina, however ELA will use its linkages with institutions in other countries in the region to disseminate the project's methodology, findings and achievements.

**Ecuador**

**€ 12,000**

**Ref. 1716**

**Building Capacity for Gender Justice in the Media, Centro Internacional de Estudios Superiores de Comunicación para América Latina (CIESPAL), Ecuador**

The International Centre for Higher Studies of Communication for Latin America (CIESPAL) is a regional, independent, non-governmental organization working to advance public debate and thinking about the role of communication and information in society, and especially to study communication from the perspective of culture and culture from that of communication. CIESPAL intends to confront the problem of violence against women in Ecuador and its unfavourable media representation in terms of women and their rights. Ecuador has a state policy against family and gender violence in the larger context of a National Plan of Eradication of Gender Violence. A recent public survey supported the identification and banning of violent messages that are explicitly sexual or discriminatory in the media. CIESPAL proposes to take advantage of this context in order to strengthen public opinion in favour of eradicating violence against women by researching media representation of women, holding six training workshops, and establishing a pro-gender justice network. The project is aimed at justice officials, institutional communicators and journalists who can intervene positively and will be a model that can be broadly replicated elsewhere.

**Peru**

**€ 13,000**

**Ref. 1741**

**The Media and Violence Against Women, Asociación de Comunicadores Sociales Calandria, Peru**

Calandria (Association of Social Communicators) was founded in 1983 by a group of researchers working for social change. From a communication perspective, it promotes public debate in order to make visible on the public agenda diverse voices, interests, and actions whose aims are human development and democracy. The present project tackles media representations of women in public discourse and news coverage that maintain traditional stereotypes and reinforce violence against women, situating women and men in unequal relationships and roles in society. The project promotes recognition of communication as a right of all citizens and of a life free of violence as a basic human right for women and men. It seeks to promote a public discourse that dismantles traditional stereotypes in favour of an emphasis on preventing violence against women. It will do so by monitoring news coverage of gender-based violence in the main media of the capital city Lima that have national reach; training days for media personnel on how the media can help prevent violence based on the media monitoring; and the creation of a media parliament involving media owners, journalists, and authorities and institutions based in Lima.

**Lebanon/Egypt****€ 26,580****Ref. 1969****Regional Media Literacy Workshop for Church Leaders, Fellowship of the Middle East Evangelical Churches (FMEEC), Lebanon/Egypt**

Secular and religious media in the Middle East tend to be monolithic rather than pluralistic, built on adherence to social binaries, and mindsets of self versus other. In order to positively transform society, it is necessary to train media audiences to think critically about media messages and to challenge the worldviews presented in the media. This project will bring together Christians from across the Arab region for training in media analysis. Media products popular in the Arab world including films, videos, advertisements, and samples of religious programming will be analyzed to reveal the values propagated vis-à-vis human rights in general and gender justice in particular. The training will encourage participants to enter into dialogue with production companies, broadcasters, newspapers and magazines. The project's long-term objective is to develop a generation of citizens with skills to challenge one-sided and simplistic portrayals of both self and other, especially those related to gender injustice. The project is an initiative of the Fellowship of the Middle East Evangelical Churches (FMEEC) based in Lebanon. FMEEC's purpose includes developing a core group of women and men leaders in churches in the region.

**Turkey****€ 9,000****Ref. 1965****Democracy on Air!, Flying Broom Women Communication and Research Association, Turkey**

In Turkey, women's ideas, policies and actions tend to be considered of little news value leading to their marginalization in media systems. The project is an attempt to develop an alternative by increasing awareness and building capacities of female journalists from across Turkey to increase coverage of issues of importance to women and their voices in the media. The project will develop gender-oriented media literacy for women, strengthen local and regional women's reporter networks and lobby media to adopt an equity-based approach in journalism. Project beneficiaries include local female reporters in all 7 regions of Turkey, women's rights and other civil society organisations and representatives of local media. The project will develop and implement an online training program to train local reporters. It will spread the idea of 'alternative women's reporting' beyond the metropolis towards the smaller towns. Almost 300 news articles will be written and published electronically. The news will be circulated to mainstream media for wider publication. The project is an initiative of Flying Broom, a women's organization established in November 1996 to improve democracy and civil society through the facilitation of communications and encouragement of women's participation in media and government. Flying Broom works to institutionalize and protect women's human rights in media, government and society.

**Global**  
**€ 330,000**

**Achieving Gender Equality: Global Media Monitoring Project (GMMP)**

The Global Media Monitoring Project (GMMP) has since 1995 documented changes in gender representation and portrayal in the world news media. Implemented in 5-year cycles, the GMMP begins with research followed by actions to accelerate progress in the rate of change towards gender-fair, gender-balanced news. The current (Fourth) cycle began in 2009 when thousands of volunteers from over 100 countries monitored their local media for selected indicators of gender bias, inequality and discrimination. The research results published in *'The Global Media Monitoring Project 2010 Report: Who makes the news?'* (WACC, 2010) found a slow but steady progress, however, women continue to be severely under-represented in the news. Yet visibility and audibility in the news is crucial in order to influence national and local policy agendas. Further, women continue to be depicted in stereotypical, sexist, prejudiced and biased ways, in turn contributing to societal worldviews that discriminate against and subordinate women. In view of the GMMP research results and the need to bring media accountability to the struggle for gender equality, WACC and the GMMP network partners worldwide are implementing several constitutive projects at national, regional and global levels. The work until December 2013 concentrates on five broad activity areas, namely:

- Advocacy for gender-responsive media and communication policies;
- Developing resources to support the work of women's grassroots groups, associations and allies in media pursuing gender equality and women's rights in and through media;
- Mobilizing communities to interface critically with media from a gender perspective; working with media to build capacity for gender-responsive practice;
- Building civil society capacity for effective engagement with media on gender equality and women's rights concerns;
- Strengthening the national, regional and international networks of gender and communication groups worldwide.

The GMMP brings cohesion and strategic direction to the otherwise isolated efforts of gender and communication groups operating in different regions across the world. The work provides unparalleled support to gender and communication groups worldwide that have remained committed to seeing through the implementation of Section 'J' on 'Women and the media', including the implementation of national and regional action plans emerging out of Section 'J'.



## COMMUNICATION AND POVERTY

Poverty includes communication poverty. Strengthening the voices of people living in poverty improves understandings and actions aimed at addressing poverty, injustice and inequality and can inform and influence public agendas locally, nationally and internationally. Adequate access to knowledge and information helps poor communities work for a better future. Projects will claim and build the communication rights of people living in poverty and strive for better representation of poverty in the media.

WACC supports small projects that strengthen the media presence of the voices of poor and vulnerable women and men with respect to climate change or food security.

### **Cameroon**

**€ 5,750**

**Ref. 1958**

#### **Media, Community Voice and Food Security, Réseau de Lutte contre la Faim (RELUFa), Cameroon**

The Réseau de Lutte contre la Faim (RELUFa) is a national network of Cameroonian non-profit organizations and mainstream churches founded in 2001. Its member organizations come from all regions of Cameroon. It develops common strategies against systemic problems of hunger, poverty, social, economic and environmental injustice. RELUFa seeks to address the lack of understanding and coverage of food security issues in the media and, thereby, to overcome the isolation and lack of representation of communities with food security problems. Small scale farmers in rural areas face difficulties in obtaining legal recognition of their traditional land rights with large areas of Cameroon being given over to agro-industry. Coupled with the Sahara desert stretching out over the Far North Province, and the exploitation of small scale farmers by businessmen, food scarcity, soaring market prices and dependency on food distribution programs affect many communities in Cameroon. RELUFa will organize three food security workshops for journalists from Cameroon's main media outlets. Training will focus on the Cameroonian context; the relevance and importance of media coverage of food security and how to engage with communities on field trips, with particular concentration on aspects of gender, health and education. The expected outcome is greater concentration among media outlets on key issues affecting food security and increased public awareness of the issues at stake.

### **Nigeria**

**€ 7,970**

**Ref. 1865**

#### **Strengthening Rural People's Voices on Climate Change, Food Security and Poverty, Connecting Gender for Development (COGEN), Nigeria**

Connecting Gender for Development (COGEN) was established in 2003 by a group of women's rights activists concerned to promote greater awareness of gender issues in northern Nigeria in relation to questions of social justice. COGEN seeks to raise the voices of poor rural farmers in the climate change debate and its effects at the stages of planning and implementation. The project tackles this problem by giving rural poor people an opportunity to be heard in the media and creating links with local council officials. Project

activities include the development of a training manual for journalists, a training course, local town meetings, the production and dissemination of a five-minute documentary, and the publication of a series of stories by participating journalists. The intended outcome is that journalists become more sensitive to issues of climate change and poverty and highlight local voices in their reporting leading to state and local policy makers involving local farmers in talks on climate change, food production and poverty. Journalists and their organizations will dedicate more time to reporting climate change issues.

**Tanzania**

**€ 9,500**

**Ref. 1926**

**Strengthening Farmers' Voices through Radio Journalists, Tanzania Farm Radio Initiative (TAFRI), Tanzania**

Tanzania Farm Radio Initiative (TAFRI) is a vibrant organization promoting effective use of radio-based and ICT enhanced communication that impacts farmers. TAFRI promotes improved farm radio programming, carries out broadcasting to provide farmers in Tanzania with relevant information that enables them to make informed decisions that help them face challenges in agriculture and rural development. Noting that farmers' stories, especially on climate change adaptation practices, are rarely heard in the media, TAFRI seeks to improve links between farmers and radio journalists by opening up channels of communication. At least five radio journalists will participate in a four-day workshop to create awareness of the importance of including farmers' stories about adapting to climate change, and build the capacity of the journalists to collect, write and pitch farmers' stories. The five radio stations from where the journalists are drawn will sign agreements with TAFRI to participate in the project. TAFRI and its strategic partners will assist the journalists to identify key contacts in agricultural development, who will provide links to farmers and their stories that the journalists will develop for radio. Farm Radio International, one of TAFRI's strategic partners, produces the Farm Radio Weekly (FRW), an electronic news service containing stories about farmers in Sub-Saharan Africa written for radio. In this way the stories will be made accessible to hundreds of radio broadcasters across Africa.

**Uganda**

**€ 9,000**

**Ref. 1891**

**Training East African Journalists to Cover People Affected by Drought, Panos Eastern Africa, Uganda**

Panos Eastern Africa is a regional, information and communication for development, non-governmental organisation working in the Eastern and Great Horn of Africa. It covers media pluralism and development; governance and globalisation; health communication; pastoralist communication; gender; environment and conflict. In Eastern Africa, more than 500,000 people live in refugee camps due to desperate food shortages and famine. Understanding of them nationally and internationally is poor. Their lack of voice leaves them with no dignity and puts them at physical and psychological risk. This project promotes the voices and stories of women and men seeking refuge so that they are heard differently. Stories will explore the structural political, social and economic links between displacement and poverty, which will help reframe public debate nationally and internationally about how to address famine as part of reducing poverty itself. The project

will mentor Eastern African journalists to produce national and international feature articles which highlight the refugees' issues. Through the production of these articles, the project will have strengthened the voices of people in up to four refugee camps in Eastern Africa, the primary group of direct beneficiaries. In addition, Eastern African journalists will have been encouraged to continue featuring the voices of poor and marginalised people in their work, which will enable audiences in Africa and Europe to understand the link between these experiences with national and international policies.

**Philippines**

**€ 8,190**

**Ref. 1888**

**Resilience and Food Security: Raising the Voices of Rural Women, People's Coalition on Food Sovereignty (PCFS)**

The People's Coalition on Food Sovereignty (PCFS) is a growing network of grassroots food producers, particularly of peasant-farmer organizations and their support NGOs, working towards a People's Convention on Food Sovereignty. PCFS's chief aim is to develop and promote food sovereignty as an alternative platform against neo-liberal globalization on food and agriculture policies. Aware that women of the global south are key actors in food production, with over 60% of women in Sub-Saharan Africa and South Asia involved in the agricultural sector, PCFS wants to strengthen the voices, perspectives and knowledge of rural women in the ever-evolving and highly technical discourse on food security and advocacy on the right to food. This project seeks to produce multi-media documentation in video and book form providing first-hand knowledge from grassroots communities to enable greater opportunities for recognition and respect for women's perspectives, complementing the traditional information materials. It will also allow for wider dissemination to broader audiences in forwarding and gaining support for specific gendered demands for food sovereignty and consolidating people's advocacy for policy alternatives.

**Philippines**

**€ 10,000**

**Ref. 1622**

**Role of Peasant Women in the Movement against Global Land Grabbing and Food Insecurity, Missionaries of the Philippines (RMP), Philippines**

The Rural Missionaries of the Philippines (RMP) support Filipino peasants' quest for justice, freedom, access to commons and genuine agrarian reform by organizing or assisting in organizing farmers, fisher folk and indigenous peoples' organizations as effective forces to work for these rights since they are the principal stakeholders of genuine agrarian reform. By means of this project, RMP seeks to address peasant women's low awareness of and seemingly weak participation against the issues of global land grabbing and food insecurity. The project aims to unite, mobilize and mainstream the role of peasant women in the broader people's movement so that global land grabbing and its effects to food security can be effectively neutralized in the landlocked province of Bukidnon. Activities include awareness-raising, network-building and lobbying, and engagement with the media. Expected outcomes are increased awareness of peasant women about the effects of global land grabbing on food security; peasant women uniting against global land grabbing and food insecurity and doing lobbying work with relevant policy-making bodies; and increased visibility of the role of peasant women in the

movement against global land grabbing. A documentary film will also be produced to aid community forums with illustrations of actual cases of land grabbing in the region.

**Brazil**

**€ 7,940**

**Ref. 1905**

**Women of Expression – Women Adapting to Climate Change in Brazil, Associação Artigo 19, Brazil**

The Brazilian section of Article 19 Global Campaign for Freedom of Expression promotes the right to know for poor communities and advocates for freedom of information legislation to strengthen citizens' participation. The threats from climate change are not gender neutral and it is essential that gender is incorporated into strategies to address climate change. In order to reach adaptation strategies and policies that are truly gender-sensitive, women's voices need to be heard. To make their voices heard, women need information about their rights and the policies that affect their daily lives. This project will foster the exercise of communication rights to challenge women's vulnerability to climate change. Article 19 Brazil will work with three poor and marginalised communities significantly challenged by the negative impacts of climate change with special focus on difficulties disproportionately imposed on women. One community is threatened by flooding and landslides, another by rising sea levels, and a third by drought. Women in the communities will learn how to use the right to information and the law on access to environmental information as part of developing a community response. Their point of view and community based good practices in adapting to climate change will be disseminated to community radios, public TV and web-based media so that other communities facing similar situations can benefit. Women from the communities will directly benefit through skills development and empowerment, but all members of the communities involved will benefit from having their concerns raised on a national stage and through a more positive representation of them in the media.

# Global Programmes

## **Global**

**€ 133,000**

### **Centre for Communication Rights**

The Centre aims to increase awareness and recognition of communication rights as a human right and as a part of fair and sustainable political, social, cultural and economic development. It will support locally-based initiatives that advance communication rights as an essential component of sustainable development and will serve as a global resource base to support the recognition and acquisition of communication rights, as well as contribute to and enable new thinking and reflection in the area of communication rights.

## **Global**

**€ 20,000**

### **Communication Rights Web Portal**

The Communication Rights Portal is an information and knowledge platform intended to support the growing awareness and acceptance of communication rights as fundamental to inclusive societies and human development.

## **Global**

**€ 50,000**

### **International Journal *Media Development* and Occasional Publications**

WACC publishes the international quarterly journal *Media Development* which discusses communication theory and practice both in the North and South, with particular emphasis on issues of democratization, equality and participation, and the role of religion. *Media Development* has been instrumental in promoting the right to communicate and in campaigning for the dismantling of political, social, cultural and religious structures that prevent genuine communication from taking place.

*Media Development* is inter-disciplinary and provides a space for different, often conflicting, points of view in an attempt to mediate between the many cultures and societies in a shared world. It contributes to intellectual, cultural and social development through its detailed exploration of themes relevant to the countries of the South. Women and men are invited to write, who have first-hand experience of the problems faced by developing countries. The journal is used internationally in universities, workshops and seminars, and is read by communicators at all levels, including church leaders and grassroots activists.

WACC also has a tradition of working with co-publishers to produce occasional publications on mass media and communications related to a number of fields of interest to its members, the churches and secular partners. In addition WACC seminars and other events offer opportunities to produce different kinds of resources aimed at promoting communication issues at different levels in different contexts.

## **Global**

**€ 6,660**

### **Ecumenical Film Juries**

WACC has long had an interest in exploring the role that cinema plays in understanding contemporary realities worldwide. For many years it has worked in close cooperation with the Protestant film organization INTERFILM (both in Europe and in North America) and with its Catholic counterpart SIGNIS. WACC supports INTERFILM in providing Ecumenical Film Juries at the international film festivals in Berlin, Cannes, Locarno, and Montreal. The Ecumenical Juries award prizes to films dealing with themes of human dignity and compassion from the perspective of Christian values. For many years the two organizations have also cooperated in holding film seminars on topics related to social justice. In addition, WACC and SIGNIS jointly make an annual award to a documentary focusing on human rights. In 2010 the award went to *The Garden at the End of the World*, directed by Australian film-maker Gary Caganoff.

## **Global**

**€ 110,000**

### **Development Initiative Programme (DIP)**

In a world of continuing change, especially in communication technology, traditional forms of media particularly those that enable community must not be overlooked and indeed need to be strengthened. At the same time, there is an ever greater need to press for the democratisation of communications following the decline of "public" communication channels. This changing communication environment has also had a detrimental impact on a communication ethic that espoused participation, access and dialogue and that was built on the foundations of truth and solidarity. The Development Initiative Programme (DIP) was established to address these trends by stimulating developmental and innovative small scale communication projects. The Developmental Initiative Programme thus supports a wide range of communication activities - from electronic media, to print and popular and folk media - that are genuinely innovative in nature and which address issues linked to local and national development goals. In the past, such projects have included, for example, HIV and Aids awareness for Dalit communities in India; theatre education on disability issues in Brazil; a workshop on communication for reconciliation in the Middle East, and a Gender TV series production in Burkina Faso.

To qualify for the DIP, projects must originate from countries eligible for official development assistance as defined by the Development Cooperation Directorate (DAC) of the Organisation for Economic Cooperation and Development (OECD). They are expected to be completed within a year, are 'one off' and not part of a current longer term programme. It is anticipated, however, that projects may take the work of the organisation in a new direction and mark the beginning of a new area of activity. Key to the success of the programme has been in its ability to respond quickly to development communication needs thus capitalising on the determination, enthusiasm and creativity implicit in the development and implementation of new ideas. The DIP is a very important part of WACC's work, as it allows the organisation to respond quickly to development communication needs in the Global South.

**WACC welcomes contributions to the programme fund that will be matched in a ratio of 3:1 by a fund in the amount of Euros 330,000 generously made available to WACC by Germany's Church Development Service (EED).**

**Global****€ 50,000****Communication Leadership Training Programme**

The Communication Leadership Training (CLT) programme awards short and long-term scholarships to facilitate and nurture the development of effective communication leadership in grassroots organisations, particularly those working with and for marginalised groups and communities. CLT focuses on both the promotion of individual and organisational leadership as WACC understands that these two aspects of leadership are interdependent. Thus applications for the awards are considered from both independent candidates as well as individuals nominated by their organisations. Successful candidates will be outstanding individuals who have shown leadership potential in engaging with key issues and have the ability to bring about a more just and democratic communication order. Support services provided to candidates include placement, administration, welfare, monitoring and evaluation. WACC encourages former scholars to remain in touch through its Alumni network.

# Supporting WACC

All the projects in this list have been through a thorough process of screening by WACC staff. The figure in Euros next to each project summary generally indicates the amount that still needs to be raised. The realisation of these projects and activities is therefore dependent on the continued support of our block donors, other existing donors – and new donors.

We welcome 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 at the address on the facing page. You can send funds to WACC in a number of ways and from different parts of the world.

## **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

## **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



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