

Raising the Voices of the Poor and Marginalized

Small Project Support in 2013

WACC

Communication rights enable all people everywhere to express themselves individually and collectively in order to try to improve their lives. Communication rights encompass freedom of expression and freedom to seek, receive and impart information and knowledge. But they add to these freedoms, both for individuals and communities, the concepts of accessibility, participation, and cultural diversity.

Without open, inclusive, and transparent processes of information and communication, people and communities suffer; governments and other powerful groups grow more unaccountable; economies produce greater inequality; and the relationships that create social cohesion are weakened. Sustainable development can only take place when channels exist for people to participate and communicate with one another at all levels.

In this process, poor and marginalized people must be empowered to take part in the decision-making that leads to self-determination. They need equitable access to communication and information reflecting

a wide range of views in order to facilitate informed choices about crucial issues that have an impact on their lives. The right to communicate, freedom of expression, freedom of information, and media diversity are essential for sustainable participatory development.

The ultimate beneficiaries of WACC's small project support are people and communities who are denied their communication rights. This includes urban and rural poor, women, people living in countries with little respect for communication rights, and many others.



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WACC



communication FOR all

SMALL PROJECT SUPPORT 2013

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 2013 WACC is focusing on four areas of advancing and strengthening communication rights.

GENDER AND COMMUNICATION

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.

Project 2030 KENYA
African Woman and Child Features Service Monitoring and Holding Media Accountable On Gender Mainstreaming
Grant: Euros 12,000

Recent studies on gender mainstreaming in media content and structures have produced disturbing results. In Kenya, only 19% of those whose views are read or heard in the media are women. One of the reasons why media continues to exclude women voices is because they have not been held to account. There is no regular empirical data to use as a basis to advocate for the inclusion of women in content and structures. This project will undertake regular monitoring of how media treat gender in content and structures. The findings of the monitoring will be shared with key managers in charge of content generation and human resources. It is intended that this will influence better treatment of gender issues in media policies and practice.

Project 2139 BANGLADESH
Bangladesh Women's Advancement Alliance
Ensuring Women's Fair Representation in Media for Rural Development
Grant: Euros 15,000

Poverty in Bangladesh is primarily a 'rural phenomenon' where women are more vulnerable to poverty due to their unequal access to economic resources, political participation and decision making process. Under-reporting and non-recognition of women's contribution to national economy ultimately result in imbalances in setting priorities in the national development planning process and in allocating resources for gender equity. To address this problem, this project will monitor one week's prime time news coverage of 10 newspapers, 5 television and 2 radio channels and illustrate through a country report how women are overlooked by Bangladeshi media.

Project 2125 ECUADOR
Grupo de Apoyo al Movimiento de Mjuleres del Azuay
Citizen Communication Observatory: Critical Reading of Media from a Gender Perspective
Grant: Euros 12,300

The subordination and exclusion of women have become an integral part of media messages, which strengthens discrimination against them and limits the exercise of their rights. The public accepts the information and images it receives on a daily basis without questioning its meaning. There is little public space to express alternative opinions in the mass media on questions of gender. This project will monitor the media to obtain data on the representation of women in news and advertising in Ecuador's national media. It will publicize the results and present them at public events where journalists and students of social communications can discuss them and be more skilled at critically reading and viewing the mass media.

Project 2187 URUGUAY
Cotidiano Mujer
Monitoring the presence of women as political actors in the media
Grant: Euros 11,000

In 2014 a Law of Quotas will enter into effect in Uruguay which establishes a 30% minimum level for women in Parliament. In Latin America Uruguay currently ranks close to the bottom in

the number of women politicians. This project will use the results of media monitoring to work with journalists to promote reflection and analysis about the way news is produced and made public from a gender perspective. It will also work with women politicians to strengthen their strategies for participating in a being visible in the public arena. The project will include reflection and opinions about the key role that communicators can play in helping to advance gender equality by means of gender-sensitive reporting.

Project 2100 PALESTINE

Women for Women's Rights

Palestinian Media Monitoring Project

Grant: Euros 12,600

Palestinian women suffer from lack of representation in local media which are controlled and dominated by men. Unfortunately, policy makers and even women's groups have not realized the importance of collecting gender-segregated statistical data relating to women's representation as one indicator of their economic and social standing. Without having women's issues and stories publicized, advocacy campaigns to defend gender rights and women's rights will tend to fail. This project will promote communication for social change by building the capacities of Palestinian women's rights activists to monitor the representation of Palestinian women in the local media. It will also support Palestinian women to strengthen their media presence through capacity-building in using the outcomes of monitoring activities as lobbying tools within Palestinian society.

MONITORING RURAL POVERTY REPORTING

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.

Project 2062 DEMOCRATIC REPUBLIC OF THE CONGO

Sauti ya Mwanamke Kijijni

Monitoring Rural Poverty in South Kivu

Grant: Euros 10,000

More than 90% of the rural population of South Kivu live on less than US\$1 a day. Unending conflict, poor and degraded land and bad

governance partly explain this situation. Despite considerable effort, rural farmers do not produce enough to feed themselves and their families let alone to sell any surplus in order to send their children to school. Media reporting focuses more on the urban elite than the rural poor which limits their ability to tackle the problem. The media can be a means of breaking the spiral of ignorance and of focusing the attention of decision-makers on the problem of rural poverty. This project will carry out monitoring to study how rural poverty is covered by the media, to create greater awareness of the problem and potential solutions, and to establish an association of journalists sensitive to the needs of the rural population.

Project 2185 NIGERIA

International Press Centre

Monitoring and Strengthening Media Capacity to Report and Mainstream Rural Poverty

Grant: Euros 12,000

Governance in Nigeria, despite a transition to democratic administration since in 1999, still lacks leadership accountability and probity. It is characterized by corruption and mismanagement of State resources which robs the people of desirable democratic dividends. These actions impede the implementation of pro-poor policies and other developmental policy frameworks to reduce poverty levels and improve peoples' lives and wellbeing. This project will monitor reporting of poverty issues and concerns in the media with the intention of using the findings as an advocacy tool to influence media policy and practices towards improving coverage and get them onto the government's development agenda. The project will also use empirical data from monitoring media reports to advocate for improved journalistic standards in rural poverty reporting as one way to positively influence poverty reduction.

Project 2168 UGANDA

Pagak Ker Kal Kwaro Development Trust

Monitoring and Enhancing the Capacity of Mass Media to Report on Rural Poverty in Northern Uganda

Grant: Euros 10,000

The latest report on poverty released by the Uganda Bureau of Statistics shows that the highest proportion of Ugandans in absolute poverty live in the Northern and Eastern parts of the country. However, these statistics do not

show the causes or pattern of poverty or who is responsible for remedying this dire situation. This project will monitor media coverage of rural poverty from a rural community perspective and seek to increase space in the media for poverty reporting. After using WACC's own media monitoring methodology to monitor poverty reporting, the project will network with the Northern Uganda Media Club and others to increase coverage of poverty issues, ensuring that the views of grassroots organizations are aired alongside those of policy makers. It will study media values and work with journalists to improve media coverage of rural poverty reporting and ensure local media coverage of workshops and seminars to increase community awareness of the work being done.

Project 2047 **LEBANON**

Maharat Foundation

Assessment of Rural Poverty Reporting

Grant: Euros 10,000

In Lebanon, media coverage is restricted to urban areas with little coverage of rural localities and their issues, which leaves people out of the development matrix as their issues get no or limited attention from relevant stakeholders. This project will monitor media coverage of rural areas in Lebanon and sensitize media outlets towards giving greater priority to rural issues. By doing so it will influence public opinion regarding the news from the margins of society and advocate for changes in public policies. A study will be conducted by a team of media monitors in line with the methodology guidelines of WACC. The results of this study will be published and disseminated to media outlets and non-governmental organizations working in rural areas.

Project 2236 **FIJI**

Citizens' Constitutional Forum

Communicating for a Stronger Pacific Region

Grant: Euros 13,000

Enhancing the communication capacities of leaders in the Pacific is the aim of a project that will overcome information poverty in order to hold governments to account for economic and social welfare. The project will organize capacity building workshops in each of the WACC regions in the Pacific to train local leaders for better governance and effective communication and communities in better communication

skills. It will strengthen networking with other Pacific organisations to increase and improve communication among Pacific islanders and to share experiences, information and knowledge aimed at strengthening community organization. The impact of the project will be to empower people to hold their governments accountable for decision-making processes that impact their livelihoods and have the potential to harm them and future generations.

PATHWAYS TO DIGITAL FRONTIERS

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.

Project 2083 **PHILIPPINES**

Ecumenical Institute for Labor Education and Research

Contractuals for Change Media Collective

Grant: Euros 10,000

Filipino contractual workers direly need a voice in a setting where their plight and demands are largely ignored by the mainstream media and policymakers. They are unable to form and join unions due to the temporary nature of their work. This is despite the fact that they have a lot of concerns to raise at the factory and policy-making level. Through the project 'Contractuals for Change Media Collective' Filipino contractual workers will be given a voice in digital media by training them in citizen journalism based on digital media platforms. They will be trained as citizen journalists who combine SMS-based technology with social media tools such as Twitter and Facebook to raise awareness on precarious work in the Philippines. The project will also provide them a platform to reach out and engage key actors such as mainstream media, lawmakers and church people.

Project 2129 **ARGENTINA**

Centro Nueva Tierra

Food Sovereignty, Public Visibility and Citizenship

Grant: Euros 11,140

This project will work with young people and women from organizations of small rural and urban producers based in different cities of

Argentina to generate tools and communication strategies aimed at making visible community-based agriculture in the light of food sovereignty and just commerce. A cycle of training in communication, public visibility and new technologies will take place, including communication and education campaigns on food sovereignty and the right to communication. It will use new digital platforms and citizen journalism to exchange information and knowledge on a regular and permanent basis and to strengthen the voices of small producers in the public sphere.

Project 2157 BOLIVIA
WACC Latin America

More Rights, Fewer Gaps: Towards the Democratization of Communication
Grant: Euros 9,930

While the Internet has contributed to access to information by groups that have been traditionally excluded, in Latin America there persists a growing digital divide that leaves the so-called info-rich on one side and the info-poor on the other. On a scale of 1 to 10 Internet access and connectivity are calculated at 4.5. The digital illiteracy of some sectors, especially in rural areas, together with cultural constraints such as language, call for urgent action to bring about equitable access for all.

This project will contribute to reducing the digital divide in access, literacy and the use of new information and communication technologies by surveying good practices in technological education, inclusive communication and citizen journalism across the continent. It will train young communicators in particular and use established networks to strengthen the communication rights movement in the region and to help build an inclusive information and communication society.

Project 2161 EL SALVADOR
Grupo de Monitoreo Independiente de El Salvador

Digital Media Spaces for Young Migrant Workers from El Salvador, Costa Rica and Belize

Grant: Euros 14,700

The problems facing young migrant workers in the neighbouring countries of El Salvador, Costa Rica and Belize are severe. This project aims to

create digital spaces for communication that will allow them to see and recognize themselves as people with labour rights. Young migrant workers will be trained in the use of digital technologies and platforms to communicate their concerns and interests and to build a network to exchange knowledge and experience. Young citizen journalists will be trained to reflect on problems and solutions and promote access to information as a basic communication right that can help protect their status as migrant workers.

Project 2116 MEXICO
Comunicadores y Comunicadoras Populares por la Autonomía

For the Right to Broadcast our Voices
Grant: Euros 13,000

The Mesoamerican Network of Garifuna, Indigenous and Community Radio Stations is facing three problems: violation of the communication rights of indigenous and local peoples; the digital divide and technological marginalization of its communities; and the loss of historical memory of people in struggle. Mesoamerica has a high incidence of aggression against communicators, especially journalists, which increases marginalization. The communities affected by this form of exclusion are seeking a way of breaking what has become a vicious circle.

This project will set up, design and install an interactive page and two local servers for the Mesoamerican Network of Garifuna, Indigenous and Community Radio Stations and train communicators in maintaining and publishing the page. The project will bring about wider diffusion and diversity of information through citizen journalism and create a digital archive of the communities historical memory that is unique in the region.

Project 2120 ISRAEL
Sidreh, Lakiya Negev Weaving
Palestinian-Bedouin Women Speak Up
Grant: Euros 10,000

The objective of the 'Palestinian-Bedouin Women Speak Up' project is to make a positive difference in the lives of women in the Negev by promoting gender equality and their meaningful participation in public life. To do so, it is crucial to improve and promote their social status and communication rights by developing and building

local capacities of 20-30 mainly Bedouin women through media training in (citizen) journalism and digital literacy; strengthening existing local media institutions through strategic planning and marketing; creating new internet-based digital media platforms; and supporting women to gain a voice and play a more influential role through the media by developing a base and network of journalists.

By gaining a voice Bedouin women will be to act as change agents within their community, freely expressing their views and advocating for their rights. Bedouin communities will be exposed to the way in which Bedouin women see the world thus countering gender stereotypes and marginalization.

STRENGTHENING COMMUNITY RADIO

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.

Project 1999 DEMOCRATIC REPUBLIC OF THE CONGO

Réseau des Radios et Télévisions Communautaires du Sud-Kivu

Exchange of Professional Experiences between Journalists and Technicians

Grant: Euros 6,610

Community radio is the communication lifeblood of the Eastern DRC, although the stations are also the victims of the political instability that creates knowledge gaps between rural and urban journalists. Many journalists are poorly trained, especially in new information and communication technologies.

This project will train journalists in digital technologies, exchanging information and work experiences among themselves; organize technical exchange visits between community radio stations; and make expertise more widely available in order to mentor young journalists. The project will also train four young journalists in community radio reporting over a period of four months. It will serve to reinforce South Kivu's network of community radio and television stations.

Project 1998 MALAWI

Young Advocates for the Advancement of ICT-related Development

Enhancing the Reach and User-friendliness of Community Radio

Grant: Euros 11,500

In Malawi today, despite being run and owned by local communities, community radio stations are struggling to raise enough incomes to finance their operations let alone finance their capacity development. The goal of this project is to understand listeners' experiences with community radio in Malawi and to study the challenges community radios are facing in order for them to deliver vibrant content to their audiences and to develop solutions to the challenges they face. The project will explore how community radios can make good use of the Internet and mobile telephones to support core elements of their work



through the development of technology plans. It will also help the community radios to develop a communications strategy that fits the needs of their audience thereby improving their reach and user-friendliness.

Project 2095 SWAZILAND

Lubombo Community Multimedia Centre

Swaziland Community Radio Country Network

Grant: Euros 10,000

Swaziland is one of the most media oppressive countries in Southern Africa, and the only country with no licensing system for community radio broadcasting. This project aims to create and support a community radio countrywide network, which will be enabled to develop its own advocacy plan to lobby for the issuing of broadcast licenses. It will carry out public and institutional advocacy at the community, regional and national levels. It also aims to increase equitable access to and use of information

and communication technologies. The project will create awareness of the need to build and maintain a national community radio network, ensuring as a crosscutting issue sustained inclusion of women at all levels of management and production of the community radio stations.

Project 2199 UGANDA

New Hope Foundation

Giving a Voice to the Bamba-Bakonjo Minority Groups of People

Grant: Euros 10,000

This project addresses the information and communication needs of the Bamba-Bakonjo community, isolated from mainstream media by the Rwenzori Mountain range, inaccessible roads, frequent border security threats and marginalization by the dominant Batooro people. The project will provide an accessible and affordable community radio station based on community participation and control. The largely illiterate community will communicate in the Bamba-Bakonjo language and programming will focus on social cohesion, dialogue, identity and gender equality. Activities will include identifying volunteers for training in community reporting, purchasing of radio transmitting equipment, hosting of training workshops, survey of community's information and communication needs, and installation of broadcasting equipment.

Project 2184 BANGLADESH

Centre for Communication and Development Empowering Women in Community Radio

Grant: Euros 9,300

Limited opportunities for women in mass media and journalism in Bangladesh has meant that they could not properly use the power and potential of communication to highlight their problems and to raise their voices about their own concerns. Political and social constraints have also prevented them from taking up new technologies as a remedy. However, community radio, which is a relatively new sector in Bangladesh, offers the chance to empower women provided their capacities and skills as radio broadcasters can be enhanced. Recently, 14 community radio stations have begun broadcasting in different districts in the country creating a new sector of employment. Trained personnel are needed, among them women who in the local culture must address

the needs of women in their communities. This project will include 15 training courses in five districts in which a total of 75 young women will take part. Afterwards, the trainees will work with selected community radio stations to produce some 80 weekly radio programmes on problems, challenges, human rights, harassment, torture, health, education etc. facing women, which will raise the unheard voices of women in the wider society.

Project 2087 ARGENTINA

Centro Regional Ecuménico de Asesoría y Servicio

Strengthening Community Radio in Argentina

Grant: Euros 15,000

In October 2009 a new audiovisual services law was passed in Argentina reserving 33% of the radio spectrum for not-for-profit organizations. Community radio stations were faced immediately with coming up with good proposals to make use of this provision, although many stations were weak or poorly organized. This project seeks to respond to this need by strengthening the 90 community radio stations that are members of FARCO – the Argentinean Forum of Community Radios in ways that promote the right to communication and citizens' participation.

The project will organize organizational management workshops and citizens' training; monitoring and mentoring meetings, and a meeting to exchange information and knowledge among participating radio stations. In this way the stations will have the capacity to intervene socially, politically and culturally in their respective communities in order to open up spaces of dialogue about pressing issues and to construct new perspectives and realities collectively.

Project 2227 MEXICO

JAPEXUNK – Investigación y Comunicación para el Desarrollo

Involving Indigenous Women in Community Radio Management and Programming

Grant: Euros 13,200

Indigenous community radio stations in Oaxaca survive in a context of marginalization, discrimination and aggression. They operate lacking resources, with limited knowledge of legislation, managing equipment and producing programmes, which become almost



The photos in this brochure come from WACC project partners. A Karayu clan pastoralist woman speaks at a public anti-HIV stigma campaign rally in Ethiopia (p.1). In Kenya (p.6) Nubians in Nairobi are working to improve their communication rights and in Cameroon (p.8) journalists benefit from training in communication for peace.

insurmountable obstacles for women. Although the radio stations exercise their right to freedom of expression, they have also been accused of “stealing” the radio spectrum.

This project aims to strengthen the work of the radio stations and increase their visibility, presence and participation at decision-making levels. It will organize workshops on legislation and management training for 40 indigenous women and men in five districts; produce short bilingual radio programmes on women’s and indigenous people’s right to communication; and elaborate a manual on radio station management.

Project 2049 PARAGUAY
Asociacion Trinidad Ciudadania Cultura y Desarrollo – Radio ViVa FM 90.1
Diversifying Voices and Exercising Communication Rights in Paraguay
Grant: Euros 8,4440

On 22 June 2012 Paraguay witnessed a political judgement against its then president Fernando Lugo. Journalistic coverage of this event was heavily coloured by the power of the big media, demonstrating once again that news and information are restricted to the interests of the big corporations and centred on the capital. This project seeks to reinforce the capacity of citizens to find plural and democratic sources of information in the exercise of their communication rights. It is aimed at 18 community radio stations whose personnel will be trained in

independent local production of news by means of workshops focused on covering political issues such as presidential elections from a balanced perspective. The project also plans a national information campaign through participating stations.

Project 2004 JORDAN
Community Media Network
Empowering Women Volunteers to become active in Community Radio in Jordan
Grant: Euros 10,000

In Jordan women are deprived of some of their basic rights. Empowering them to gain knowledge and skills in community radio is a means of bringing about social change. The project aims to provide relevant content in Arabic by enabling audiovisual workshops, and making available information in Arabic that will empower marginalized women in the Jordan Valley to become active in community radio. An existing online radio station and networking website will act as repositories of information and good practices shared by fellow practitioners.

The project will translate manuals by women and people living with disabilities; disseminate a user-friendly manual; enable online audiovisual workshops on community radio; conduct 10 hands-on workshops; and place all materials online for other users in the region.

How to Support WACC

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 realisation of these projects and activities is therefore dependent on the continued support of our existing donors – 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 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.

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 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. It is an incorporated Charitable Organisation in Canada (number 83970 9524 RR0001) with its head office at 308 Main Street, Toronto ON, M4C 4X7.