

**Changing
the world
through
dialogue**

**2015
ANNUAL
REPORT**



Vision

Communication for All

Mission

The World Association for Christian Communication (WACC) is an international organization that promotes communication as a basic human right, essential to people’s dignity and community. Rooted in Christian faith, WACC works with all those denied the right to communicate because of status, identity, or gender. It advocates full access to information and communication, and promotes open and diverse media. WACC strengthens networks of communicators to advance peace, understanding and justice.

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Front cover: Two boys play with a modern mobile phone in a rural village near Bamako, Mali.
Credit: KODAKovic/Shutterstock



Community help groups for displaced people from Port-au-Prince to a village in L’artibonite Department.
Credit ACT/DCA/Nils Carstensen

Executive Summary

In 2015 WACC continued to work with global, regional and local partners to strengthen access to communication by marginalized communities and peoples to enable their inclusion and participation in society, governance, and human development. In particular, it signed cooperation agreements with two partners with the aim of linking the democratization of communication to advancing social justice.

WACC and the World Association of Community Radio Broadcasters (AMARC) signed a memorandum affirming their shared understanding of communication that challenges injustice. Both organizations seek to empower people to voice their concerns in situations where political, social and cultural constructs lead to oppression or less visibility.

As a result, a team of 14 WACC delegates joined attendees from around the world to participate in the 11th AMARC Conference held in Accra, Ghana. The WACC delegation comprised staff, project partners, and members who brought a wealth of knowledge and experience in the area of communication rights and community radio.

WACC also signed a memorandum of understanding with the Council for World Mission (CWM) to create a strategic partnership to challenge injustice and stimulates critical awareness of empire and the realities that the media construct.

Global outreach

WACC was one of several faith based organizations and development partners to discuss a framework for actions to end extreme poverty under the banner “Meeting the Moral Imperative to End Extreme Poverty and Realise the Sustainable Development Goals”.

It was also one of six organizations partnering with UNESCO in a seminar on “Community Media Sustainability: Strengthening Policies and Funding” aimed at providing a platform for knowledge exchange and sharing of good practice to strengthen community media and pluralistic media institutions.

WACC worked with the International Development and Relief Foundation (IDRF) to present a workshop on “Interfaith Dialogue on Communication, Freedom of Expression and Freedom of Religion” at the conference of the Parliament of the World’s Religions. Recognizing that there are a range of perspectives and understandings both within and between different cultures and faith traditions, the seminar underlined the need for interfaith dialogue about the role of communication – especially mass and social media – in today’s societies.

WACC also participated in a seminar on children’s rights organized by UNICEF and the World Council of Churches in Geneva. The purpose of the seminar was to establish the principles of cooperation between UNICEF and the WCC in their efforts to promote child-friendly churches.

Project support

During 2015 WACC supported 33 projects in 22 countries under a programme that aims to increase access to public communication and relevant information and knowledge for poor, marginalized, excluded and dispossessed people. By means of these projects they were enabled to participate in shaping local and national decision-making about priorities and actions that affect their lives.

The projects supported focused on one of four areas aimed at advancing and strengthening communication rights: Gender and Communication; Rural Poverty Reporting; Community Radio; and Pathways to Digital Frontiers.

Gender justice

In 2015 gender in the news media was scrutinized in more than 114 countries when national newspapers, television, radio and internet news broadcasts and tweets were analysed by the Global Media Monitoring Project (GMMP). Teams of volunteers around the world measured how well national media were doing in the fair and balanced portrayal of women and men in the news.

In collaboration with UN Women and partners in approximately 20 countries WACC also undertook a media monitoring initiative to understand the gender dimensions of news content related to peace and security. The monitoring sought to uncover gender disparities in news reporting in some 30 sub-topics, in-

cluding decision-making in formal peace negotiations, post-conflict reconstruction, transitional justice, women’s peace activism, gender violence in conflict situations, and access to services in refugee settings.

As an outcome of these activities, WACC participated in a gathering hosted by UNESCO and aimed at creating an International Development Cooperation Framework on Gender and Media that will focus on the relationship between global development and gender equality through the media. The meeting was co-hosted by the Global Alliance on Media and Gender (GAMAG) as well as several other U.N. agencies and the governments of Greece and Lebanon.

Syria Film Festival

Project support And in response to the global crisis of migration, at the local level WACC supported the Syria Film Festival in Toronto, Canada, which focused on the themes of conflict, displacement and loss. Three feature films presented strong female protagonists grappling with their own versions of life in exile, as well as the extraordinary work of a Syrian American hand surgeon.

All of these efforts and much more are reflected in the following pages and in more detail on WACC’s web site.



Women leaders at the Protection of Civilians site in Malaka, Upper Nile State, South Sudan. Credit: UN photo

Message from the General Secretary



Working for WACC means that each and every day is a special day.

But in 2015 there was a very special day: March 25th - the global media monitoring day - it was an overwhelming experience. Working in the WACC Global Office that day, my colleagues and I could feel the energy of thousands of volunteer women and men who shared one objective: to advocate for the fair and balanced portrayal of women and men in the media.

Twenty-four hours of media monitoring starting with sunrise in Fiji and New Zealand and ending with sunset over Alaska and French Polynesia. It was an unforgettable day.

National newspapers, television, radio and internet news broadcasts and tweets were analyzed by the Global Media Monitoring Project (GMMP) from Argentina to Zimbabwe, Bangladesh to Morocco, Canada to the Solomon Islands, and New Zealand to Barbados.

Teams of volunteers around the world recorded how well national media are doing in the fair and balanced portrayal of women and men in the news. They monitored thousands of stories in hundreds of newspapers and news broadcasts.

We feel this energy not only when we are in contact with our GMMP volunteers, but also with our project partners and members.

While this Annual Report covers some of our activities and initiatives, it is hard to convey the spirit, the energy, the creativity and the passion of our volunteers, project partners and members.

2015 was also the year in which a new President, new Officers and a new Board of Directors were elected.

I feel blessed to be surrounded by a strong and committed staff team in Canada and the UK under the leadership of WACC President Dr Samuel Meshack.

Rev Dr Karin Achtelstetter
WACC General Secretary



A voter casting his ballot at a polling station in Bangui, Central African Republic.. Credit: UN photo

The Year In Review: A Snapshot

January 2015



■ WACC and the Council for World Mission (CWM) signed a memorandum of understanding that will create a strategic partnership. Citing their history and shared objectives, WACC and CWM said their common understanding of communication “challenges injustice and stimulates critical awareness of empire and the realities that the media construct.” This understanding is based on CWM’s Communication Policy and WACC’s *Christian Principles of Communication*.

WACC and CWM have historically shared material, human and spiritual resources, working with global organizations and the ecumenical movement to advance social justice. Now, they are “mutually engaged to see the Holy Spirit at work, stirring into action creative responses to the death-dealing forces of the present age by seeking peace and promoting political, economic and social structures that are more just,” according to the memorandum.

March 2015



■ Gender equality in the news media was scrutinized in more than 114 countries. National newspapers, television, radio and internet news broadcasts and tweets were analysed by the Global Media Monitoring Project (GMMP) when teams of volunteers around the world measured how well national media were doing in the fair and balanced portrayal of women and men in the news. They monitored thousands of stories in hundreds of newspapers and news broadcasts.

The GMMP is the largest research and advocacy initiative in the world on gender equality in news and journalism. Organized by WACC every five years since 1995, it is a collaborative effort whose ultimate goal is to advance gender justice by encouraging the fair and balanced gender portrayal and representation in and through the news.

Commenting on the monitoring day’s success, WACC General Secretary Karin Achtelstetter said, “March 25 was not an end in itself, but the start of worldwide activities that aim to challenge and change the policies of media enterprises all over the world.”

Preliminary results from the GMMP 2015 revealed an increase of just 1% from 2010 when only 24% of the people heard or read about in print, radio and television news were female.

April 2015



■ WACC and AMARC - the World Association of Community Radio Broadcasters - signed a memorandum affirming their shared understanding of communication that challenges injustice. Through their worldwide networks jointly numbering some 6,000 members in over 130 countries, both organizations seek to empower people to voice their concerns in situations where political, social and cultural constructs lead to oppression or less visibility.

Both organizations pursue a strategy that challenges unjust communication structures and systems and works for greater social justice. WACC and AMARC are focusing on strengthening community radio (broadcast or Internet) associations and/or networks in areas where community radio is new or in danger and where community radios are advancing communication rights. Projects will aim to strengthen the long-term participation of women in all aspects of community radio work, encouraging better knowledge and information sharing, and bringing about regulatory environments that support community media.

May 2015

■ 2015 marked the 15th anniversary of the adoption of UN Security Council Resolution 1325 stressing the importance of women’s equal and full participation in peace processes. A High-level review to assess progress in the implementation of the resolution at the global, regional and national levels, to renew commitments and address obstacles was planned for September 2015.

In anticipation of the review, WACC in collaboration with UN Women and partners in approximately 20 countries undertook a media monitoring initiative in April 2015 to understand the gender dimensions of news content related to peace and security. The media monitoring teams were located in approximately 20 countries across Africa, Asia, Eastern Europe, Latin America, Middle East and the Pacific region, including the Democratic Republic of Congo, Nepal, Palestine, Guatemala and Papua New Guinea.

The monitoring followed the Global Media Monitoring Project (GMMP) methodology in its use of a standard research tool that sought to uncover gender disparities in news reporting in some 30 sub-topics, including decision-making in formal peace negotiations, post-conflict reconstruction, transitional justice, women’s peace activism, gender violence in conflict situations, and access to services in refugee settings.

■ The Revd Dr Samuel W. Meshack was elected to serve a four-year term as the new President of WACC. Director of Higher Education at the Hindustan Bible Institute and College, Chennai, India. Meshack was previously one of WACC’s First Directors, President of WACC Asia, and Secretary of WACC Global.

Meshack earned his doctoral degree from the Centre for Mass Communication Research of the University of Leicester in the United Kingdom. He has published many articles in the field of communication and ethics with an emphasis on the rights and privileges of marginalized people and mission concerns.



Reverend Dr Samuel W. Meshack

July 2015

■ A workshop exploring the communication rights of indigenous communities in Northern Ontario took place in Montreal, Canada. Jointly organized by WACC and the World Association for Community Radio Broadcasters (AMARC), the workshop was part of a one-day gathering of community media broadcasters to exchange experiences in multilingual broadcasting.

■ Sponsored by WACC, Kenina Kakayash and Bill Morris, representatives of Northern Ontario Wawatay Radio Network (WRN), spoke of their work and the challenges they face. WRN provides radio programming to more than 300,000 Aboriginal people in the Nishnawbe Aski Nation (NAN) and Treaty 3 area of Northern Ontario. WRN broadcasts in the aboriginal languages of northern Ontario – Ojibway, Oji-Cree, and Cree. It also provides an English version of its news broadcast to that portion of the aboriginal population who do not speak their ancestral languages.



Wawatay Radio Network's Bill Morris, known as the 'voice of the North,' continues to broadcast from Sioux Lookout. (Ryerson Review of Journalism) VIA CBC.ca

August 2015

■ A team of 14 WACC delegates joined dozens of other attendees from around the world at the 11th Conference of the World Association of Community Broadcasters (AMARC), held in Accra, Ghana. The WACC delegation comprised staff, project partners, and members who brought a wealth of knowledge and experience in the area of communication rights and community radio to AMARC 11.

AMARC 11, co-organized with the Ghana Community Radio Network (GCRN), celebrated the transformative power of community radio. It was an opportunity to strengthen the community radio movement and provided a much-needed platform for knowledge exchange, collective reflection, and planning to ensure that the community communication movement is able to adapt to changing technologies, audiences, and agendas.



WACC delegation at AMARC 11



A special session of AMARC's Women's International Network (WIN) focused on the past, present, and future challenges and opportunities for women in community radio in general and for WIN in particular. Participants heard that community media can serve as a mirror that allows communities to see themselves and identify ways to bring about positive change. However, that mirror effect cannot be fully achieved unless disadvantaged groups, including women, are able to fully participate. Community radio stations and networks were encouraged to adopt and implement cross-cutting gender policies.

September 2015

■ WACC was one of six organizations invited to partner with UNESCO in a seminar at the agency's headquarters in Paris providing a platform for knowledge exchange and sharing of good practice to strengthen community media and pluralistic media institutions. Titled "Community Media Sustainability: Strengthening Policies and Funding", the event brought together experts and participants from multi-stakeholder communities including broadcasting regulators, community radio networks, academia, and NGOs. WACC project partner Loreto Bravo Munoz from Palabra Radio, Oaxaca, Mexico, gave a presentation titled "Mexico Community Radio and Free New Technologies: Case study of Oaxaca Community Radio."

It focused on how community media outlets in the Mexican state of Oaxaca are becoming more sustainable. Drawing on the lessons learned, it noted three main elements: the need to understand sustainability as something that impacts the entire community and not just the community media outlet; the need to engage women at all levels of community



14-15 September 2015 UNESCO, Paris



media work, which tends to make community media outlets stronger and more resilient; and the advisability of using open-source software and hardware, which allows groups to adapt these technologies to their own needs while being less expensive than their brand name counterparts.

■ WACC General Secretary, Rev. Dr. Karin Achtelstetter was one of several faith leaders and development partners who gathered in New York in September for a High Level Event to discuss a framework for actions to end extreme poverty. "Meeting the Moral Imperative to End Extreme Poverty and Realise the Sustainable Development Goals" brought together endorsers and supporters of the Moral and Spiritual Imperative statement alongside government, United Nations, and World Bank Group officials.

Participants celebrated the progress that has been made as the Millennium Development Goals came to a close and committed to working together to realize the unfinished work of ending extreme poverty and to advance the broader post-2015 development agenda.

October 2015



■ WACC joined global faith-based organizations to endorse a statement that ending extreme poverty by 2030 is a “moral imperative” and that urgent action is needed to advance this goal. The statement was developed by a multi-faith drafting committee convened by the World Bank Group, which incorporates five closely associated entities that work collaboratively toward poverty reduction: the World Bank and three other finance and investment agencies.

“For the first time in human history, we can do more than simply envision a world free of extreme poverty; we can make it a reality. Accomplishing this goal will take two commitments: to act guided by the best evidence of what works and what doesn’t; and to use our voices to compel and challenge others to join us in this urgent cause inspired by our deepest spiritual values,” the statement noted.

■ In partnership with the Toronto-based International Development and Relief Foundation (IDRF) WACC organized a workshop in October at the conference of the Parliament of the World’s Religions in Salt Lake City, USA. The workshop on “Interfaith Dialogue on Communication, Freedom of Expression and Freedom of Religion” recognized that there are a range of perspectives and understandings both within and between different cultures and faith traditions, and in the light of growing tensions between society, religion, and politics, there is an urgent need for interfaith dialogue about the role of communication – especially mass and social media – in today’s societies.

■ Also in October 2015 WACC participated in a three-day Peace Forum at the U.N. Church Center in New York marking the 15th anniversary of a U.N. resolution on women’s roles in war and peace-building and highlighting such issues as religious extremism and media coverage. WACC staff presented a workshop titled “How do Women Make the News on Peace and Security?” building on the work of the Global Media Monitoring Project.

November 2015



■ WACC launched the global and national reports of its Global Media Monitoring Project 2015. The final document recognizes “that ending the gender digital divide and achievement of SDG 5 on gender are mutually reinforcing efforts, and we commit to mainstream gender in the WSIS process, including through a new emphasis on gender in the implementation and monitoring of WSIS Action Lines, with the support of relevant United Nations entities, including UN Women.”

On the day of the release, a news conference at the U.N. in New York was led by WACC General Secretary the Rev. Dr Karin Achtelstetter, together with Dr Glory Dharmaraj of United Methodist Women and Nannette Braun of UN Women, the United Nations organization dedicated to gender equality and the empowerment of women. Achtelstetter



Karin Achtelstetter, General Secretary of the World Association for Christian Communication (WACC), briefs press on the launch of the fifth edition of the Global Media Monitoring Project. Credit: UN photo

ter stressed the call to action. “We have to end media sexism by 2020. At this rate, it will take three-quarters of a century to reach equality in numbers,” she said, recalling that that one target is for newsrooms to support gender equality in 100% of national public media and 40% of private media in each country.

■ On the same day, GMMP Global Coordinator Dr Sarah Macharia participated in a debate in London organized by BBC World Service on the topic “Is the news failing women?” Editors from five countries debated implications of the GMMP finding that women appear in 24% of the global news media, while representing 50% of the general population.

■ WACC supported the Syria Film Festival in Toronto, Canada, which focused on the themes of conflict, displacement and loss. Three feature films presented strong female protagonists grappling with their own versions of life in exile, as well as the extraordinary work of Syrian American hand surgeon Hisham Bismar. Five short films in the program reflected a mix of documentary, fiction, animation, and experimental storytelling.



Festival Coordinator Maher Azem explained that the festival “is run by dedicated volunteers who want to give a voice to brave filmmakers who often risk their lives and sometimes even the lives of those they love to capture important footage and to document stories that would otherwise never reach the public.”

■ Also in November, WACC participated in a seminar on children’s rights organized by UNICEF and the World Council of Churches in Geneva. The purpose of the seminar was to establish the principles of cooperation between UNICEF and the WCC in their efforts to promote child-friendly churches. WACC’s contribution to the process consisted of highlighting the link between children’s rights and communication rights, including areas such as access to rights-focused information for children and their families, and the role of the media in shaping perceptions about children and their families.

December 2015



■ WACC participated in a gathering in Geneva hosted by UNESCO aimed at creating an International Development Cooperation Framework on Gender and Media that would focus on the relationship between global development and gender equality through the media. The meeting was co-hosted by the Global Alliance on Media and Gender (GAMAG) as well as several other U.N. agencies and the governments of Greece and Lebanon. The conference sought views as to what global development actors can do through partnership, to optimize the achievement of gender equality and women’s empowerment in and through the media, fostering sustainable and human-rights based development worldwide.

In her presentation, WACC General Secretary the Rev. Dr Karin Achtemstetter said that gender equality in the media and the U.N.’s Sustainable Development Goals belong together – especially goals #5 and

#10: “Achieve gender equality and empower all women and girls by ending all forms of discrimination against all women and girls everywhere” and “Promote “peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels.”

She presented the results of the WACC-supported 2015 Global Media Monitoring Project (GMMP), noting that “international development efforts have “failed to give sufficient recognition to the role the media play in gender equality struggles in political, economic, and socio-cultural arenas. The media are an often ignored cog in the wheel of gender inequalities playing out in people’s lived experiences. Discriminatory social and cultural norms propagate, justify, and normalize belief systems, attitudes and practices that lead to inequalities between women and men, girls and boys.”

Favela da Rocinha, the Biggest Slum (Shanty Town) in Latin America. Located in Rio de Janeiro, Brazil, it has more than 70,000 inhabitants.

Credit: Donatas Dabravolskas/ Shutterstock



GMMP 2015

The Global Media Monitoring Project (GMMP) has been called “...one of the most far-reaching collective enterprises of the global women’s movement”. (Margaret Gallagher, 2014. *Feminist scholarship and the debates on media and gender in Media and gender: A scholarly agenda for the Global Alliance on Media and Gender*. UNESCO)

The GMMP takes stock of changes in dimensions of gender in the world news media content since 1995. The Fifth GMMP afforded an opportunity to assess change over the past two decades, from 1995 to 2015, based on data collected from 114 countries.

The GMMP’s macro level analysis unearths global and regional patterns of how gender plays out in news content while country level analyses reveal national patterns as well as differences and similarities between countries. Among the key findings, GMMP 2015 reveals that the rate of progress towards media gender parity has almost ground to a halt over the past five years.

The GMMP had its roots in the lead up to the UN Fourth World Conference on Women in 1995, where 192 nations committed themselves to the Beijing Platform for Action. The Platform recognized “women and the media” as one of 12 critical areas of concern, stating two strategic objectives:

Increase the participation and access of women to expression and decision-making in and through the media and new technologies of communication; and, Promote a balanced and non-stereotyped por-

trayal of women in the media.

The project itself arose from the previous year’s Women Empowering Communication conference in Bangkok, organized in 1994 by the International Women’s Tribune Center (IWTC), ISIS International and WACC. The Bangkok conference was the culmination of several years of regional conferences on women and communication policy, carried out by what was then known as WACC’s Women’s Programme.

Probably very few of those who more than 20 years ago were inspired by the idea of taking a one-day snapshot of how women were represented in the news around the world, would have imagined that the project would still be active today.

Two decades later, the world’s largest and longest running research and advocacy initiative on gender and news media reporting reaches far beyond the women’s movement. It has been embraced, in participation in data collection and in the use of the findings, by rights-related actors of many kinds.

Why the focus on the media and the news media in particular? According to UN Women, “The media play a significant role in perpetuating and challenging social norms that condone discrimination or violence against women. It can objectify women but also showcase strong women leaders and protagonists who can become role models for their audience.”

<http://www.unwomen.org/en/news/in-focus/csw/feature-stories#sthash.SC9S44u9.dpuf>

This understanding, among other reasons, motivates the extensive body of volunteers across the world to devote hours of their time, effort and resources to monitoring their local radio and television newscasts, newspapers, Internet news and Twitter news feeds for the GMMP.

In many ways, the GMMP embodies the idea of women’s communication rights. Its contribution to gathering research-based evidence on how gender plays out in news media content, the national, regional and global trends of change over time, and informing directions for action is well known. Beyond that, the GMMP is an exercise in empowerment, in building responsible citizenship through critically aware audiences that are engaged in dialogue with their media on gender concerns.

In addition, it equips civil society actors with the knowledge, adaptable tools and expertise to carry out further media monitoring in their own contexts. The emergence of research using GMMP tools adapted to enable intersectional analyses is encouraging, such as the recent study by the Bolivian women’s collective Colectivo Cabildeo (FCC) on the portrayal of Aymara women in the media.

<http://whomakesthenews.org/articles/mujeres-aymaras-en-medios-masivos-de-comunicacion>



Finally, the GMMP helps build local, national, regional and global solidarity around different interventions related to gender and media at various levels, including for instance, media policy advocacy, capacity building for journalists, and collaborative knowledge production. The GMMP will continue to

inspire, grow and chart innovative paths to bring us closer to the goal of finally ending news media sexism.

Source: Global Media Monitoring Project

Stories From Project Partners

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

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

In 2015 WACC supported 33 projects in 22 countries focusing on one of four areas aimed at advancing and strengthening communication rights: Gender and Communication; Rural Poverty Reporting; Community Radio; and Pathways to Digital Frontiers.

What follows are snapshots of the kind of work being done by six organizations in partnership with WACC. Stories from our projects are regularly published on WACC's web site www.waccglobal.org and other resources can be found here:

<http://www.waccglobal.org/our-actions>



Colombia

Children and Youth Speak Up on the Radio

Grupo Comunicarte

The town of Santiago is located in the Upper Putumayo region of Colombia, close to the border with Ecuador. Populated primarily by people of indigenous ancestry, Santiago has historically been isolated from the centres of power and has often found itself in the crossfire of multiple actors of the Colombian armed conflict.

Many children and youth in the region have been affected by the violence. Some have been recruited by illegal armed groups as fighters, while others are lured by drug traffickers to harvest and process coca leaves for cocaine production. Many others leave school to work to support their families. As a result, many children and youth in the region have been caught in a social cycle that normalizes violence, negates opportunity, and perpetuates social exclusion and conflict.

Grupo Comunicarte drew on its experience using media for education and previous work in the area to establish two school-based radio production collectives, involving more than 60 indigenous children and adolescents from the Inga and Kamentensa communities, to produce content for local radio station Inga-Katmensa 103.5 FM. As a result of the project, participating children and youth increased their media literacy skills, acquired a more nuanced understanding of their rights, and made their schools more democratic and inclusive learning environments.

Inga-Katmensa 103.5 FM also began to include the voices of young people and to highlight indigenous knowledge and languages in its programs, which were broadcast in neighbouring communities and attracted the attention of Ministry of Culture policy-makers. The project

also included sustained capacity building for the staff of the radio station, as well as workshops for local women to become part of the process.

While the project faced some barriers, such as broadcasting licensing issues with the radio station and getting buy-in from the local indigenous council, it can be said that the project was successful. This is mainly as a result of a project design process that understood radio production as a mechanism for children and youth to participate in their local communities while also generating debate and dialogue on issues such as children's rights, peaceful co-existence, environmental protection, women's rights, rescuing indigenous knowledge and languages, and daily life.

Radio production collectives, thanks to the strong sense of belonging and larger purpose that they tend to create among children and youth, were also seen as key mechanisms to help prevent the recruitment of minors by illegal groups. Therefore, the radio collectives were designed to promote participation and to act as mechanisms for child protection.





Democratic Republic of the Congo:
Waves, Peace, and Bread

Collectif des Radios et Télévisions Communautaires du Nord – Kivu (CORACON)

North Kivu in the Democratic Republic of Congo has experienced significant levels of violence and armed conflict in recent years. Many people have died, while others have been left wounded and traumatized. Entire communities have been displaced and ended up in temporary camps.

As a result, violence has become a means for personal self-defence and for dispute resolution, a situation exacerbated by the fact that many people in the area are armed. Deep hatred lingers between groups, or even between members of the same communities, for their actions during the conflict. Poverty and hunger also play a role in this complex scenario.

The project *Ondes, paix, et pain*, led by the Collectif des Radios et Télévisions Communautaires du Nord Kivu (CORACON), sought to contribute to peace building through

media and communication. It strengthened the capacity of 23 local journalists (8 women and 15 men) part of the CORACON network to engage in peace journalism and to produce 11 peace-focused programs later broadcast by 23 community radio stations. Each of these stations also established community-based “listening clubs” that served as spaces to discuss radio programs and to help evaluate the impact of the project as a whole.

One local participant described these radio clubs as settings where “tongues were untangled and people were able to talk openly about peace”. The project received significant local attention and even attracted five new community radio stations to join the CORACON network.



The project equipped journalists with new tools and skills to cover peace and conflict without risking their lives. At the community level, it helped create spaces where people who are normally silent are able to express their opinions. These are the first steps towards creating a culture of peace and dialogue.



Hong Kong:
Bridging the gap between digital technology and migrants

Asia Pacific Mission for Migrants)

In many Asian countries, migrant workers are among the most marginalized in society. Not only do they face legal status issues, but many of them are underpaid, have to deal with oppressive laws and practices, and suffer many forms of abuse and harassment. Labour trafficking and slave-like conditions are common. These situations also mean that migrant workers often lack the platforms and skills to advocate for their rights.

The Asia Pacific Mission for Migrants sought to build the capacity of migrant groups and migrant-serving institutions in Taiwan, Hong Kong, Japan, South Korea, Thailand, Australia and New Zealand to train workers in citizen and migrant journalism, the use of communication platforms, and to understand communication rights. Twenty-four migrant advocates (16 women and 8 men) participated in capacity building activities with access to mate-

rials and skill-building exercises to enable them to replicate the training with their constituencies in Indonesia, the Philippines, and Myanmar.

In addition, migrants’ organizations and institutions from Hong Kong, the Philippines, Taiwan, Indonesia, and Malaysia were able to replicate the capacity building workshops among members and other migrant workers organizations. The project included the publication of a pamphlet on citizen journalism and the creation on web portals that serve as information archives for migrant workers.

The objective of the project was to ensure that migrant workers are able to shed light on the issues they face through citizen journalism, as well as to create structures for others to access and share information on receiving assistance, reporting abuse situations, and learning about documentation.



St. Lucia:

Strengthening the Communications Rights of Migrants in the Caribbean

WACC Caribe

Migration within the Caribbean region is on the increase. This is the result of people seeking better opportunities in neighbouring countries and a growing demand for migrant labour. Migrants in the region face a number of barriers to integration, mobility, and the realization of their human rights in host countries.

The regional association, WACC Caribe, responded by developing a capacity-building project with the goal of helping to enhance the integration of migrant people into new communities. The project also hoped to contribute to social environments that allow for peaceful coexistence and for the use of national/indigenous languages on the part of migrants. The immediate goal was to build the capacity of media practitioners in the region to report on migration-related issues.

Twenty-five Caribbean communica-

tion practitioners from all the language areas of the region - Spanish, English, Creole, French and Dutch - gained new skills on how to treat information related to migration. Participants represented church-related groups, regional organisations of media workers and media managers, NGOs working with marginalised groups, community and alternative media practitioners, and academics. The project produced a manual for media practitioners shedding light on key migration issues and providing tips on how to report on migration issues in a nuanced way.

WACC Caribe was enabled to expand its media alliances in the region and is now working on monitoring the uptake of the reports and manuals, as well as on continuing to create avenues for knowledge exchange.

Bolivia:

Monitoring the presence of Aymara indigenous women in the mass media

Fundación Colectivo Cabildeo

Women in general are becoming more visible in Bolivian media content, but their portrayal is still generally confined to the realms of fashion, beauty, entertainment, or traditional gender roles. For Aymara indigenous women, who make up roughly 20% of the Bolivian population, this situation is even more challenging as only 3% of media coverage accurately portrays their experiences.

These are some of the findings of a project undertaken by the women's rights organization Fundación Colectivo Cabildeo. Media monitoring took place in two phases and focused on 11 radio, television, print, and internet media outlets, some with a national reach and others covering the city of La Paz. A total of 6,739 news stories were monitored. The media monitoring focused on four themes: political participation of women, women as public administrators, women's contributions to the economy, and women's role in rural development. The findings were used for advocacy activities with media houses and within the community and citizens' media movement in Bolivia.



Some of the key findings from this research were:

Most portrayals of women tend to reproduce gender stereotypes and "box" women into roles traditionally associated with women.

Media content tends to shy away from exploring structural societal issues that affect women in disproportionate ways, such as domestic abuse. The contributions of women, particularly indigenous women, to Bolivia's successes in the areas of economic development, politics, culture, and science are often overlooked by media outlets.

Indigenous women are most often portrayed as players in protests and social movements advocating for social change.

With some exceptions, even Aymara media outlets fail to represent the experiences of Aymara women in accurate and inclusive ways.



Philippines

Monitoring media coverage of urban poor

IBON Foundation

In the Philippines, the urban poor are often displaced and their homes demolished to make way for building projects. They also lack access to opportunities and are often portrayed in a negative fashion in the media. And while the government has begun an anti-poverty program of conditional cash transfers (CCTs), much remains to be done so that Filipino society is able to address the root causes of urban poverty.

In this context, the IBON Foundation conducted a quantitative research project focusing on news coverage of urban poverty and CCTs as a way to begin to remedy stereotyping and the lack of context and nuance in many media reports about the urban poor. The research findings were shared with 12 editors and more than 30 reporters from both mainstream and alternative

media as a way to start a conversation on media poverty reporting.

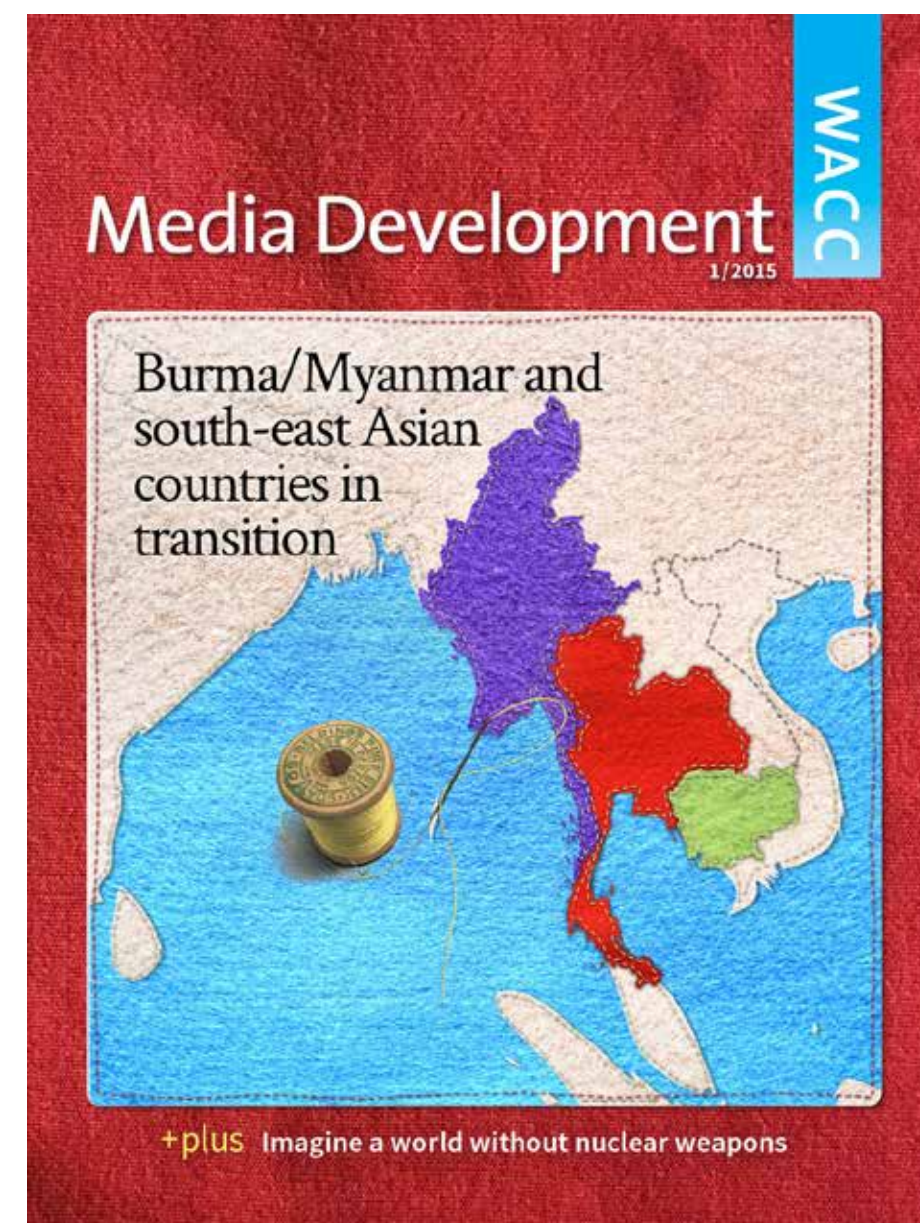
In addition, journalists were given access to new materials on urban poverty and CCTs that combined solid research with the all-important perspective of the urban poor themselves about their situation. These included a concise media kit on CCTs, urban poor demolitions and relocations, and the general plight of the urban poor. The project organized guided visits for media producers to urban poor areas, some of which led to news reports broadcast on TV and radio.

The project brought together key civil society and media stakeholders who committed not just to working together to improve mainstream mass media coverage of urban poverty issues, but also to cooperating on key urban poor issues. One of the most important accom-

plishments was that they agreed on a media reporting module based on the monitoring results. Better reporting on poverty-related issues in the mainstream media will help influence public perception and policy-making.

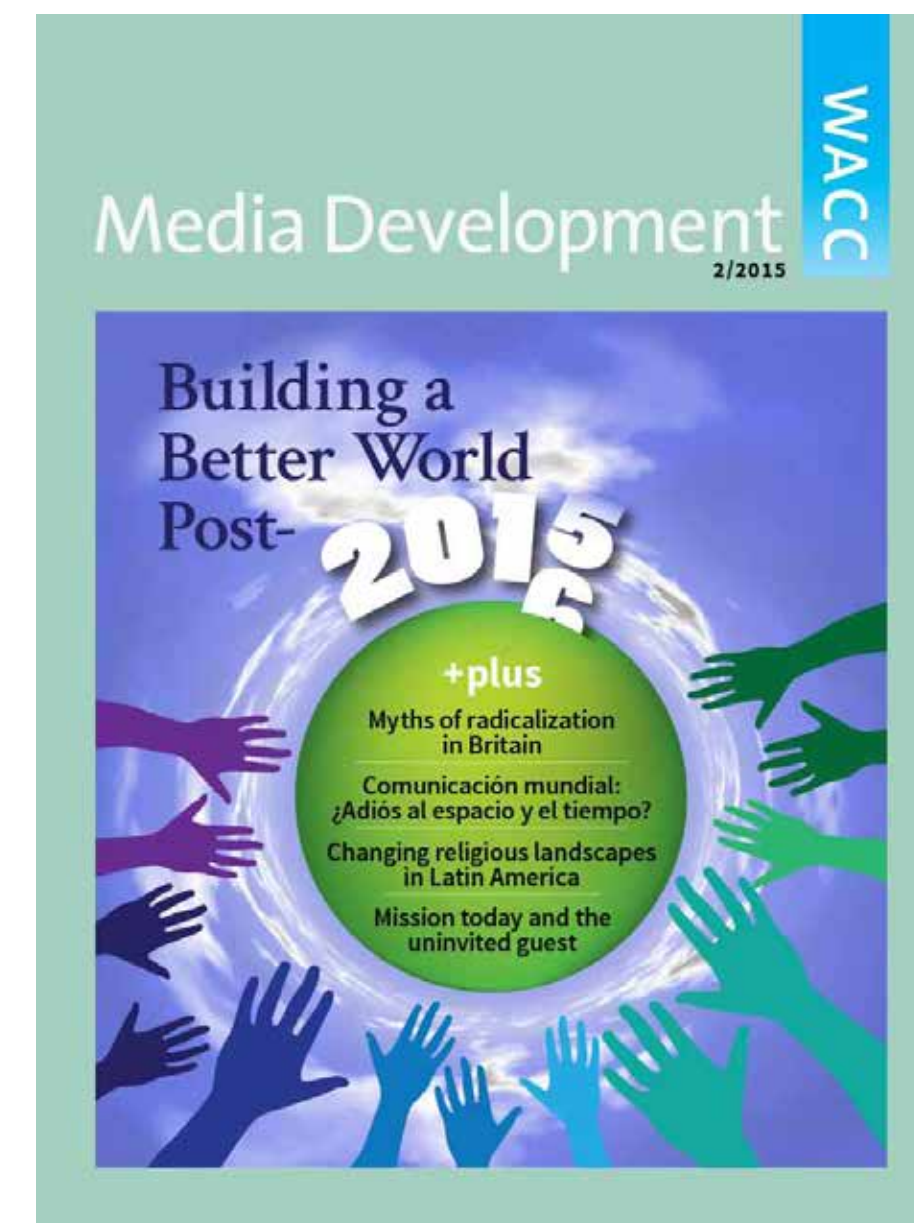


Media Development



1/2015: Burma/Myanmar and South-east Asian Countries in Transition

Burma's transition to greater democracy is proving a test case for communication rights in practice. If the government is serious about reconciling its different peoples and allowing them a voice in policy-making, it will have to grant them open access to media platforms that enable them to express their opinions and to raise issues of public concern.



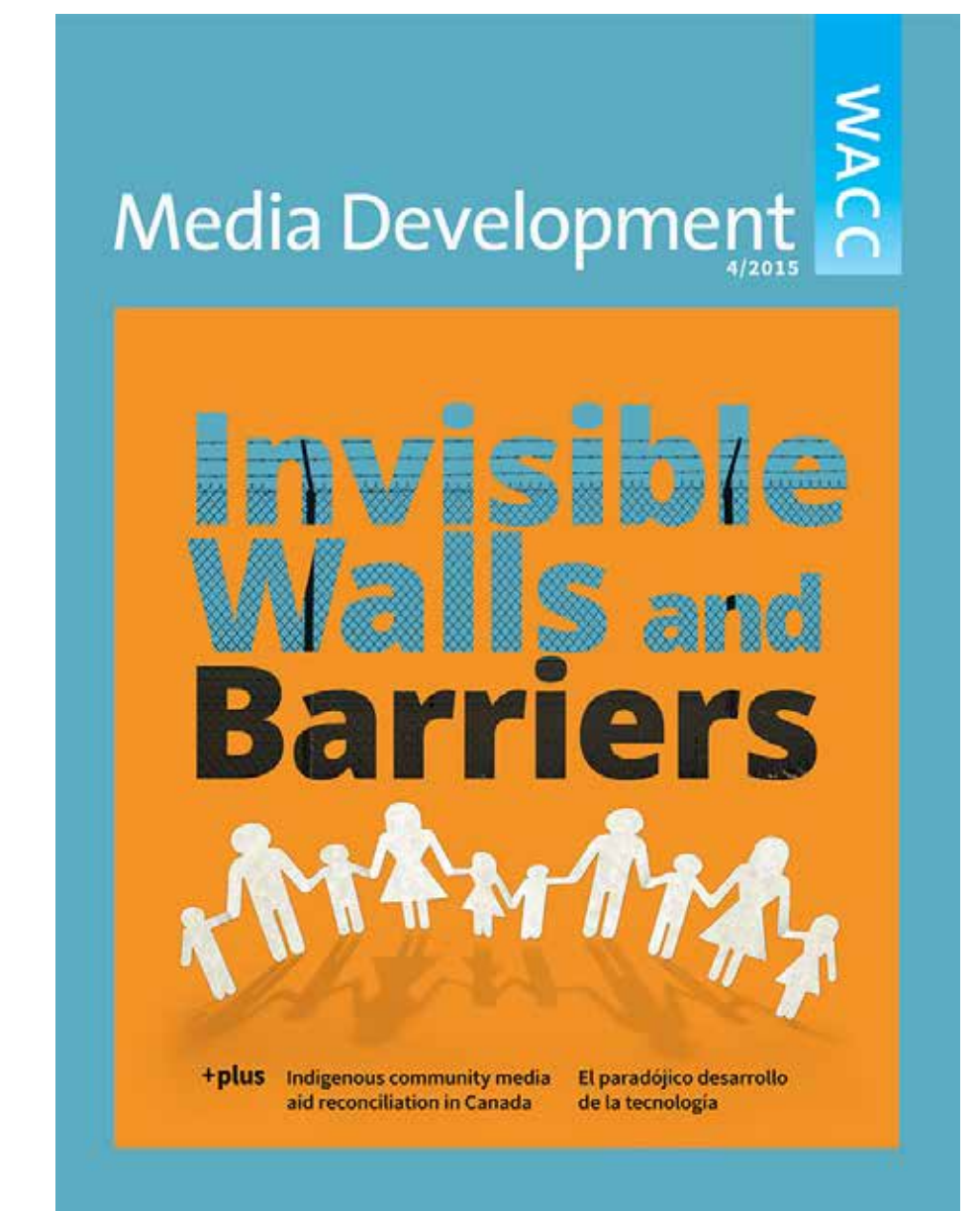
2/2015: Building a Better World Post-2015

Communication underpins sustainable development and requires equitable access to information and knowledge, to information and communication technologies, as well as plurality and diversity in the media. The post-2015 agenda risks taking a wrong turn if it fails to promote communication rights in its overall strategy.



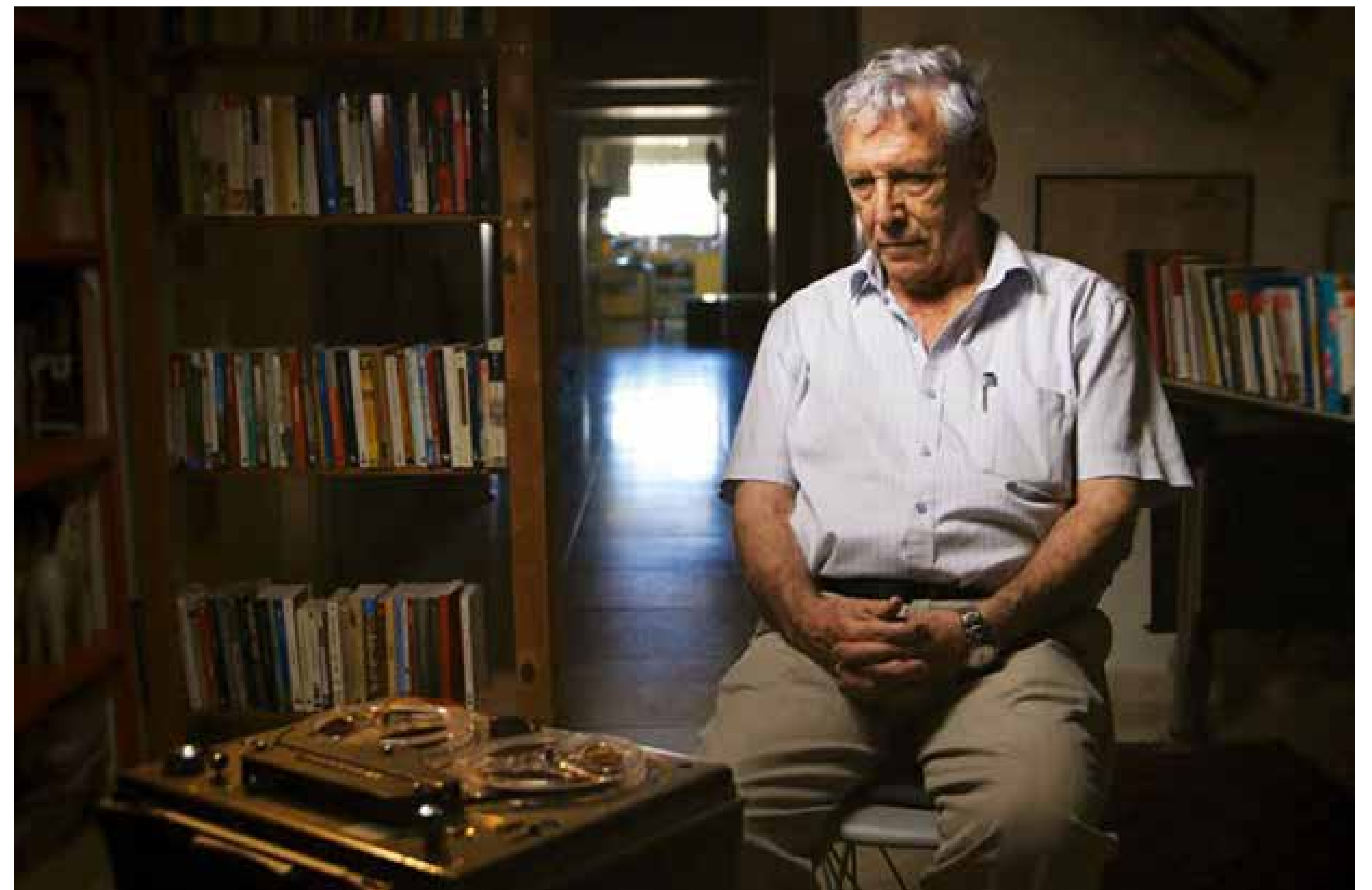
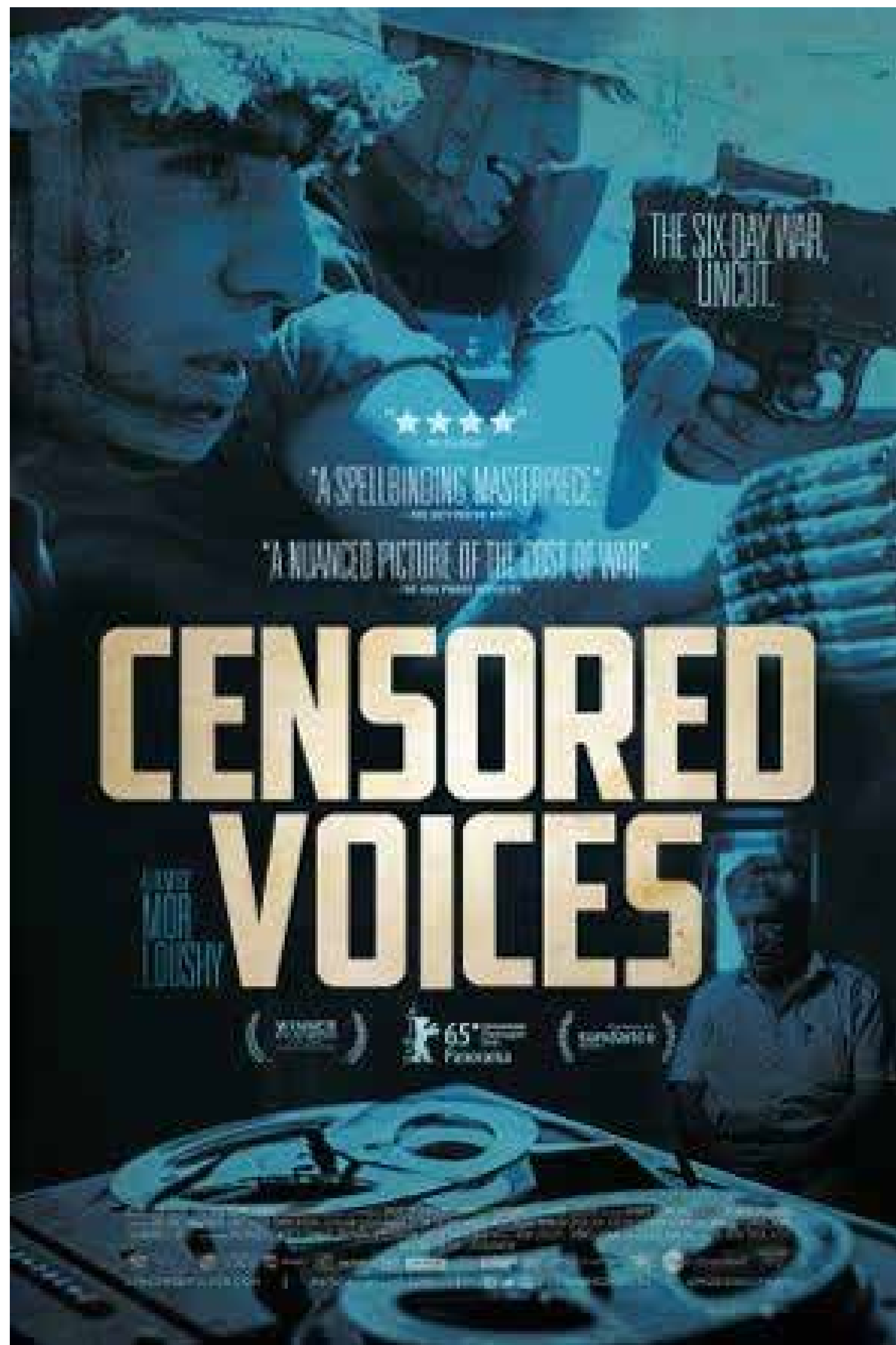
3/2015: Enabling People's Voices to be Heard

This issue of Media Development seeks to provide new thinking on how communication for social change can be better shaped by – and aligned with – the challenge of bringing about people-based, sustainable and meaningful transformation.



4/2015: Invisible Walls and Barriers

Exploring some of the political, social, cultural and technological impediments to freedom of expression in today's world. Traditional mass media and today's social media can play an important role in breaking down barriers.



Censored Voices, directed by Mor Loushy (Israel, 2015) received the SIGNIS-WACC Human Rights Award 2015. A feature-length documentary that highlights the darkest side of the history of the Six-Day War of 1967, the film revisits an ages-long conflict still reverberating in one of the most troubled regions of the world. Between June 5 and 10, 1967, the Israeli armed forces took on and defeated the armies of Egypt,

Jordan and Syria, whose numerical superiority in men and equipment over the Israelis was so disproportionate that the confrontation seemed a repetition of the biblical episode of David and Goliath.

As a result of what came to be known as the Six-Day War, Israel occupied Gaza, the West Bank, the Sinai Peninsula, the Golan Heights and – symbolically most import-

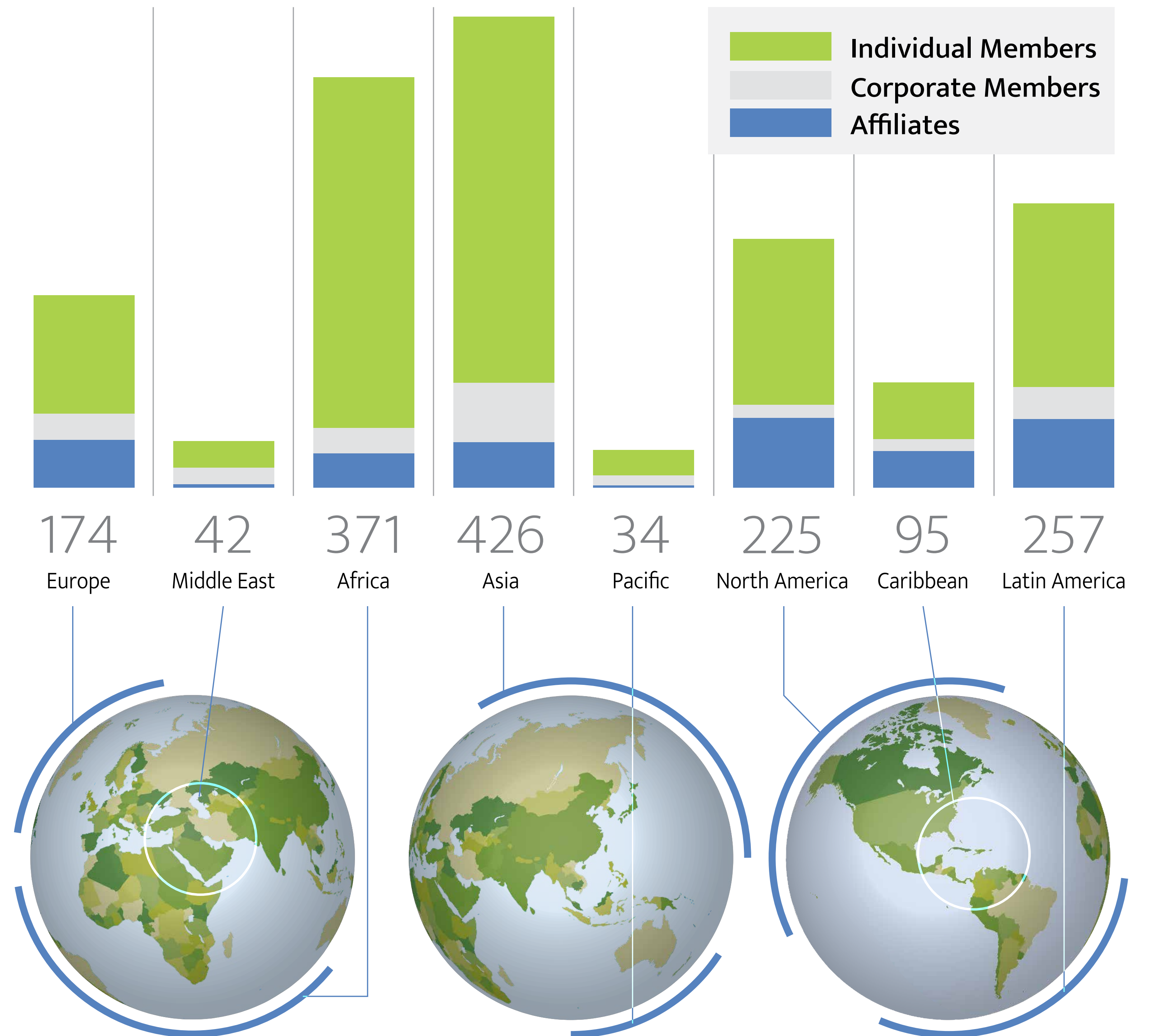
ant – the Arab sector of Jerusalem, bringing the entire city under Israeli control. The victorious warriors returned home as heroes, in an atmosphere of national euphoria and worldwide admiration. *Censored Voices* presents a starkly different, dark side of that story, which began to surface when writer Amos Oz and editor Avraham Shapira interviewed their fellow kibbutznik combatants just returned from the front.

Membership

In 2014 WACC's Constitution was revised to provide for two categories of membership: Individual and Corporate. In addition, a large number of people and organizations are affiliated to the organization through project work and other kinds of partnerships.

Region	Individual Members	Corporate Members	Affiliates
Pacific	2	9	23
North America	63	12	150
Middle East	3	15	24
Latin America	62	29	166
Europe	43	24	107
Caribbean	33	11	51
Asia	41	54	331
Africa	31	23	317
	278	177	1169

WACC Members and Affiliates



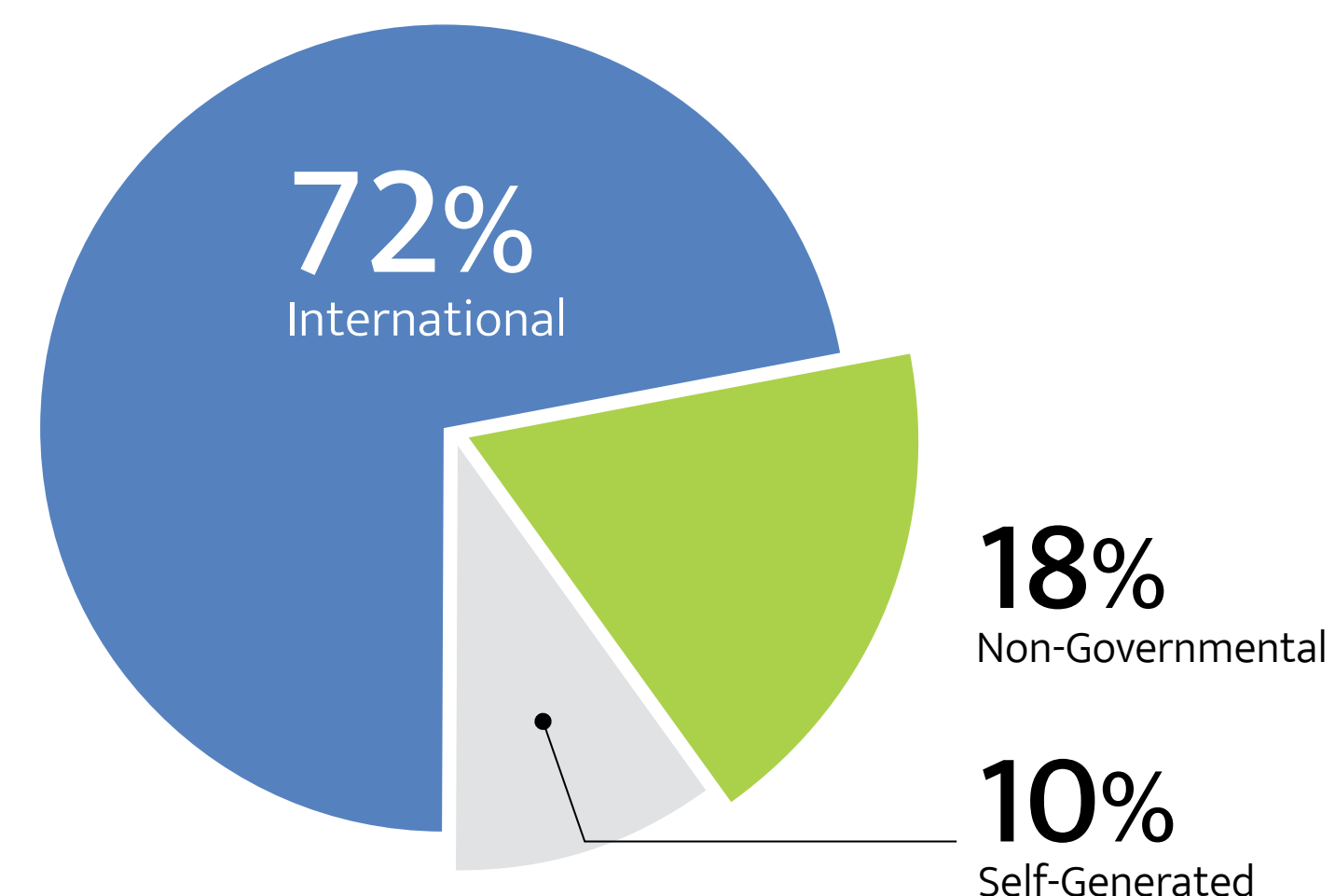
Financial Overview

In 2015 WACC spent 90% of income directly and indirectly on programs and program partners around the world. 6% was spent on governance, while 4% was spent on fundraising and development activities to build relationships and partnerships with potential partners in order to expand WACC's reach and strengthen its ability to deliver on all its strategic priorities in a sustainable way.

As a global organization, WACC's funding is 72% from international partners. WACC also has non-government income of 18% and self-generated income of 10%. In the coming years WACC will continue to increase its capacity and efforts to diversify its income streams.

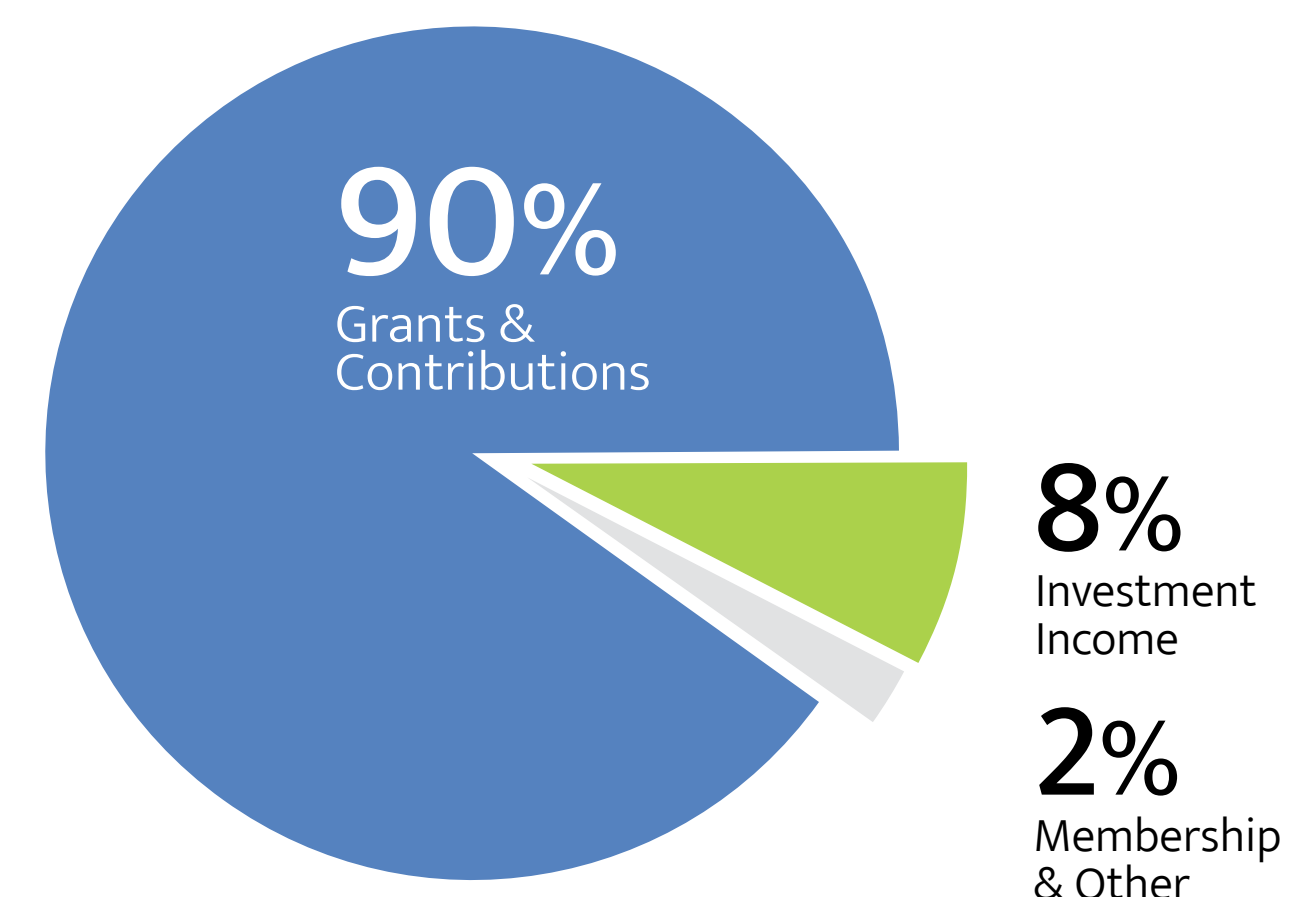
Income by Source

International	1,751,283	72%
Non-Governmental	435,718	18%
Self-Generated	251,938	10%
	2,438,939	100%



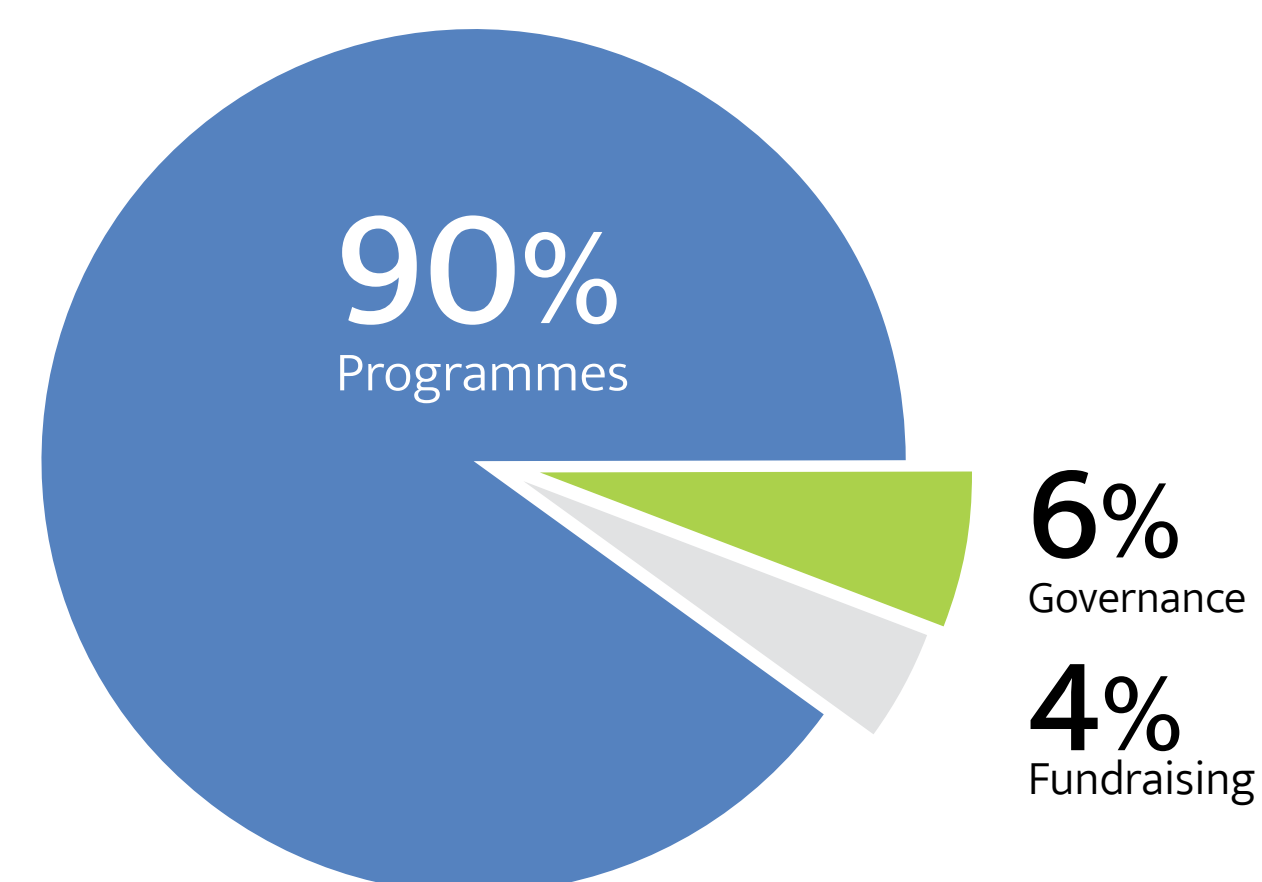
Income by Type

Grants & Contributions	2,187,001	90%
Investment Income	206,018	8%
Membership & Other	45,920	2%
	2,438,939	100%



Expenses by Type

Programmes	5,723,701	90%
Governance	362,562	6%
Fundraising	264,101	4%
	6,350,364	100%



Funding Partners

“ We are very grateful to all our funding and cooperation partners for their much valued and ongoing support. ”

The Rev. Dr Karin Achtelstetter,
WACC General Secretary

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



The Anglican Communion, UK



Evangelisches Missionswerk in Deutschland



Aqueduct Foundation
(Many Voices, One World)



Otto per mille Waldensian Church



Brot für die Welt, Germany



Pacific Media Assistance Scheme



[UKaid Department for International Development](#)



Brot für Alle, Switzerland



UNESCO



[Canada Summer Jobs](#)



United Church of Canada



[Evangelical Lutheran Church of Finland](#)



UN Women



Women's World Day of Prayer Germany

WACC Organization



The world-wide membership of **WACC** elects the Board of Directors for both **WACC Canada** and **WACC UK**.



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Interns and Volunteers

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Eugene Opoku
Robert Gray
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