Real People, Real Lives

2018 ANNUAL REPORT

WACC
communication for all

Vision

Communication for All

Mission

The World Association for Christian Communication (WACC) is an international non-governmental 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.

Contents

Front cover: Paul Jeffrey/ACT Alliance A boy takes a selfie on a mobile phone as people gather around a fire inside a refugee processing center in the Serbian village of Presevo, not far from the Macedonian border. Hundreds of thousands of refugees and migrants--including many children--flowed through Serbia in 2015, on their way from Syria, Iraq and other countries to western Europe.

Design: Brad Collicott

Photo: ACT/Annie Bungeroth Sheikh Abdul, 56, fled to Khamsa Dgaig camp over ten years ago at the beginning of the Darfur conflict. He is one of the 'eyes and ears' of the camp - dealing with issues of security and the needs of camp residents. He carries around with him his treasured radio. "I listen to the radio as much as possible, so that I am aware of what is happening in the bigger world, I also listen to the radio, because I find it soothing, a way of forgetting about the problems here in the camp."

Executive Summary

Anniversaries are times to celebrate achievements of the past, but also a time to look to the future. In 2018, WACC celebrated 50 years from its founding in 1968.

As a pioneer of the communication rights movement, WACC has been among the few global organizations working to advance the communication rights of marginalized communities around the world.

In celebrating its 50thth anniversary, WACC's members and networks of partners have highlighted how WACC has supported thousands of grassroots communities, from Indigenous groups to women's groups to youth groups, to advance communication rights in their local contexts. It has also supported changes in communication policies and structures at the national, regional, and international levels.

In 2018 these efforts continued intensively, from the support of community projects to strategic campaigning on gender and media at the Commission on the Status of Women.

Transforming the media representation of migrants and refugees is a recent focus, as the number of forcibly displaced people continues to rise to unprecedented levels worldwide. WACC's regional members are engaged in research and advocacy that respond to the migration realities in each context, with an emphasis on media's impact on public discourse and government policy. At the global level, WACC is compiling the regional evidence for a unique analysis of media coverage and the state of communication rights for people on the move.

WACC and its partners have highlighted the integral role communication and communication rights play in reaching all 17 of the United Nations's Sustainable Development Goals. Through videos, position papers, sharing good practice, and coordination with international networks, WACC has highlighted how communication rights, particularly gender equality, are effective in advancing sustainable development and positive social change. As a WSIS Prizes 2018 Champion, WACC's Development Initiatives Program demonstrates how long-term progress can be made through promoting communication access and skills in communities.

The vast reach and power of digital communication makes addressing communication rights and responsibilities all the more critical for the future. WACC is strengthening its advocacy for full participation of individuals and civil society in all aspects of life in ways that build understanding, inclusion, equality and partnership. We invite everyone who shares our vision to join our efforts.

Paul Jeffrey/ACT Alliance
A Rohingya girl gathers up spilled rice grains following the distribution of food in the sprawling Kutupalong Refugee Camp near Cox's Bazar, Bangladesh.

Message from the General Secretary

Philip Lee
WACC General Secretary

Last year WACC celebrated its 50th anniversary. Fifty years is, of course, a long time, yet WACC's message has remained constant. What is that message?

- Portraying and recognizing the intrinsic dignity and worth of all human beings no matter their background and belief.

- Listening to marginalized voices on a basis of equality.

- Placing oneself in the shoes of the other person or, if they have no shoes, walking barefoot alongside them.

Above all, it has to do with communication rights.

Here is what we say in "Communication for All: Sharing WACC's Principles":

"Communication rights claim spaces and resources in the public sphere for everyone to be able to engage in transparent, informed and democratic debate. They claim unfettered access to the information and knowledge essential to democracy, empowerment, responsible citizenship and mutual accountability. They claim political, social and cultural environments that encourage the free exchange of a diversity of creative ideas, knowledge and cultural products. Finally, communication rights insist on the need to ensure a diversity of cultural identities that together enhance and enrich the common good."

Over 50 years, WACC raised and strengthened the voices of marginalised and vulnerable people worldwide. It struggled against apartheid in South Africa in the 1970s; it supported liberation from colonialism in Zimbabwe in the 1980s; it picked up and ran with the idea that greater gender equality could be achieved by studying how women are represented in the world's news media; it trained communication professionals; it published a notable series of books and its own quarterly journal, *Media Development*; it helped promote television and cinema where shared human values can be explored in depth; and it helped bring communication rights onto the world's stage.

In this regard, promoting and claiming communication rights have always been political endeavours. Social and cultural obstacles are everywhere, but addressing them requires a political framework in which basic freedoms are not only recognised but upheld. From the point of view of its vision of "Communication for All", WACC's purpose, therefore, is to disturb the conscience of the world by being critical, opening up dialogue and creating greater understanding.

Here is where WACC can continue to make a difference: by speaking out and enabling others to speak for themselves. Today's challenge continues to be exercising moral leadership by discovering new meanings to the values WACC embraces. It will do this by asking how communication rights can help advance gender equality; how communication rights can help achieve the sustainable development goals; and how digital ethics can help create a fairer and more just world.

WACC's work is cut out for the next fifty years. We invite members, partners and well-wishers to join us on what will be an exciting and challenging journey into the known and unknown world of communication rights and our shared values, challenges and achievements.

Yazidi girls attend school in a camp for Internally Displaced Persons at Dawodiya, a village in Iraqi Kurdistan.

Highlights

January

The WACC Board of Directors appointed Philip Lee as acting general secretary from February 5. The appointment followed Rev. Karin Achtelstetter's resignation to become executive director of Canadian Lutheran World Relief. Achtelstetter had served as WACC's General Secretary since November 2010.

Lee brings many years of experience as a staff member with WACC, serving in a number of capacities over the past 40 years, most recently as Director of Programmes. The Board confirmed Lee's permanent appointment as General Secretary at its May 2018 meeting.

February

The Forum on Gender and Communication (*Foro sobre Igualdad de Género y Comunicación*) was organized by Mexico's National Institute for Women (*InMujeres*), the Mexican Secretariat of Foreign Affairs, and the Autonomous University of Mexico (UNAM), in collaboration with the Global Alliance on Media and Gender (GAMAG), of which WACC is the interim general secretariat. The meeting was part of a GAMAG strategy and larger process of lobbying UN Member States to get the "media as central to gender equality" message into the 2018 Commission on the Status of Women (CSW). In her presentation, WACC's Dr. Sarah

Macharia discussed the status of women's communication rights 20 years after Beijing, based on the evidence from the Global Media Monitoring Project (GMMP). The lobby effort contributed to the inclusion of specific language on gender & media in the final agreed conclusions of the 62nd CSW.

For World Radio Day, February 13, WACC called on radio broadcasters everywhere to help promote gender equality in their work. Radio plays a critical role in enabling access to information for communities everywhere, especially for people living in areas where it is the only form of media.

Dr. Sarah Macharia (above) and radio console (right).
Photos: WACC; Anthony Roberts/Unsplash

March

WACC's Development Initiatives Program was named a WSIS Prizes 2018 Champion at an award ceremony held in Geneva. WSIS Prizes is a unique international contest developed out of the World Summit on the Information Society (WSIS) to evaluate and recognize individuals, governments, civil society, research institutions and private-sector companies for outstanding success in implementing development-oriented strategies that leverage the power of ICTs as an enabler of development. Out of 685 projects submitted by the WSIS Stakeholders' community, following a comprehensive review by the Expert Group, WACC's programme of support for communication development projects in partnership with Bread for the World was among the top five in the category, Ethical dimensions.

Women and media was the Review Theme for the 2018 Commission on the Status of Women (CSW) session. Position papers were developed by GAMAG to assess progress in various dimensions of gender and media, update the issues, and suggest directions for state, media, research and civil society action. Articles based on some of the position papers were carried in WACC's *Media Development* (1/2018), "Gender and Media: A Holistic Agenda". WACC and the GMMP network organised a workshop titled "Focus on Section J – Taking stock, looking forward" to bring participants up to date on the status of progress on gender and media resolutions from CSW 47 and Section J of the Beijing Platform for Action.

WACC's WSIS Prizes Champion award from ITU Director General Houlin Zhao in Geneva. Photo: WACC

April

Maman Colonelle, directed by Dieudo Hamadi received the SIGNIS-WACC Human Rights Award 2017. The feature-length documentary highlights the courage of a Congolese police officer fighting against sexual abuse in the Democratic Republic of Congo.

May

WACC marked its 50th anniversary with a symposium exploring new challenges in the field of communication for social change. The symposium took place in Hamburg, Germany, following a three-day meeting of WACC's Board of Directors. Some 40 participants engaged in a lively programme, which explored the legacy of the 1980s MacBride Report and its continuing relevance today, communication rights in relation to Agenda 2030, the importance of media monitoring to advocacy work, and the concept of a communications rights charter.

In her keynote presentation, Dr. Ellen Ueberschär, President of the Heinrich-Böll Foundation, explored the communication context in which WACC was founded, and the continuing – and intensive – challenges for WACC now and in the future.

Photo: WACC

June

The World Council of Churches' Communication department hosted a celebration of WACC's 50th anniversary during the WCC's Central Committee meeting in Geneva, Switzerland. WACC general secretary Philip Lee also presented congratulations to the WCC on the occasion of its own 70th anniversary. In his letter, he noted that among WACC's founders was Philip Potter, later general secretary of the WCC. "As both the WCC and WACC are fully aware, communication strengthens human dignity and affirms human equality," he stated. "Communication rights are fundamentally related to issues of inclusion and exclusion, equality and inequality, access and denial."

Photo: Albin Hillert/WCC

October

Programme manager Lorenzo Vargas represented WACC at the celebration of ACT Alliance's 3rd General Assembly in Uppsala, Sweden. Hosted by the Church of Sweden, this gathering provided an opportunity for representatives of the 140 ACT Alliance members around the world to engage in dialogue about joint priorities in the areas of sustainable development, humanitarian assistance, and human rights advocacy.

Vargas participated in a panel discussion on the issue of shrinking space for civil society, identifying key areas of concern such as the growing number of attacks on journalists, the rise of disinformation and misinformation campaigns, and the need to advocate for rights-based digital communication ecosystems.

WACC general secretary, Philip Lee, participated in a UNICEF Latin America regional workshop on "From words to action: Improving communication, community engagement and accountability" held in Panama City. UNICEF focused on several humanitarian aid concerns in the region, especially responses to migrants and refugees. WACC and its partner Comunicarte highlighted work with youth in Colombia on strengthening peace and stability after the end of the country's long-running conflict.

Photos: ACT Alliance

For the annual "16 Days of Activism against Gender-Based Violence", November 25– December 10, WACC highlighted its "End Media Sexism" campaign. The media's role in ending such violence lies in their power to transform societal worldviews and cultural norms that condone it. While the quality of news reporting on gender violence has improved over the past decade, the need to eradicate journalistic narratives that normalize such violence remains.

Twelve Communicators Awarded Honorary Life Memberships

WACC's 50th anniversary was an occasion for the Board of Directors to recognize six women and six men whose lives are dedicated to advancing communication rights.

Since 1995, WACC has publicly recognised the work of communicators who have upheld its principles and values while working for greater social justice.

The new honorary members include:

Maria Elena Hermosilla, Chile

David Wanless, South Africa

Piet Halma, The Netherlands

Cheon Young-cheol, Republic of Korea

Glory Dharmaraj, India/USA

Hilary Nicholson, Jamaica

Akuila Yabaki, Fiji

Randy L. Naylor, Canada

Julienne Munyaneza, Rwanda/United Kingdom

Musimbi Kanyoro, Kenya/USA

Dennis A. Smith, USA/Guatemala/ Argentina

Andrea Zaki Stephanous, Egypt

Transforming Media Representation of Migrants and Refugees

The number of asylum-seekers, refugees, returnees, internally displaced and stateless persons reached an unprecedented 71.4 million by the end of 2017, according to UNHCR's latest Global Report.

In response, WACC has turned its communication rights focus and media monitoring methodology to the representation of refugees and migrants in the news. How refugees and migrants are portrayed in news media plays a role in their reception or rejection in host countries and communities.

A number of WACC's regional associations have undertaken research on the media representation of migrants and refugees. At the global level, WACC is consolidating this regional evidence in order to promote balanced and accurate media portrayals of migrants and refugees and encourage appropriate policy and community responses based on facts and real needs rather than stereotypes and misinformation.
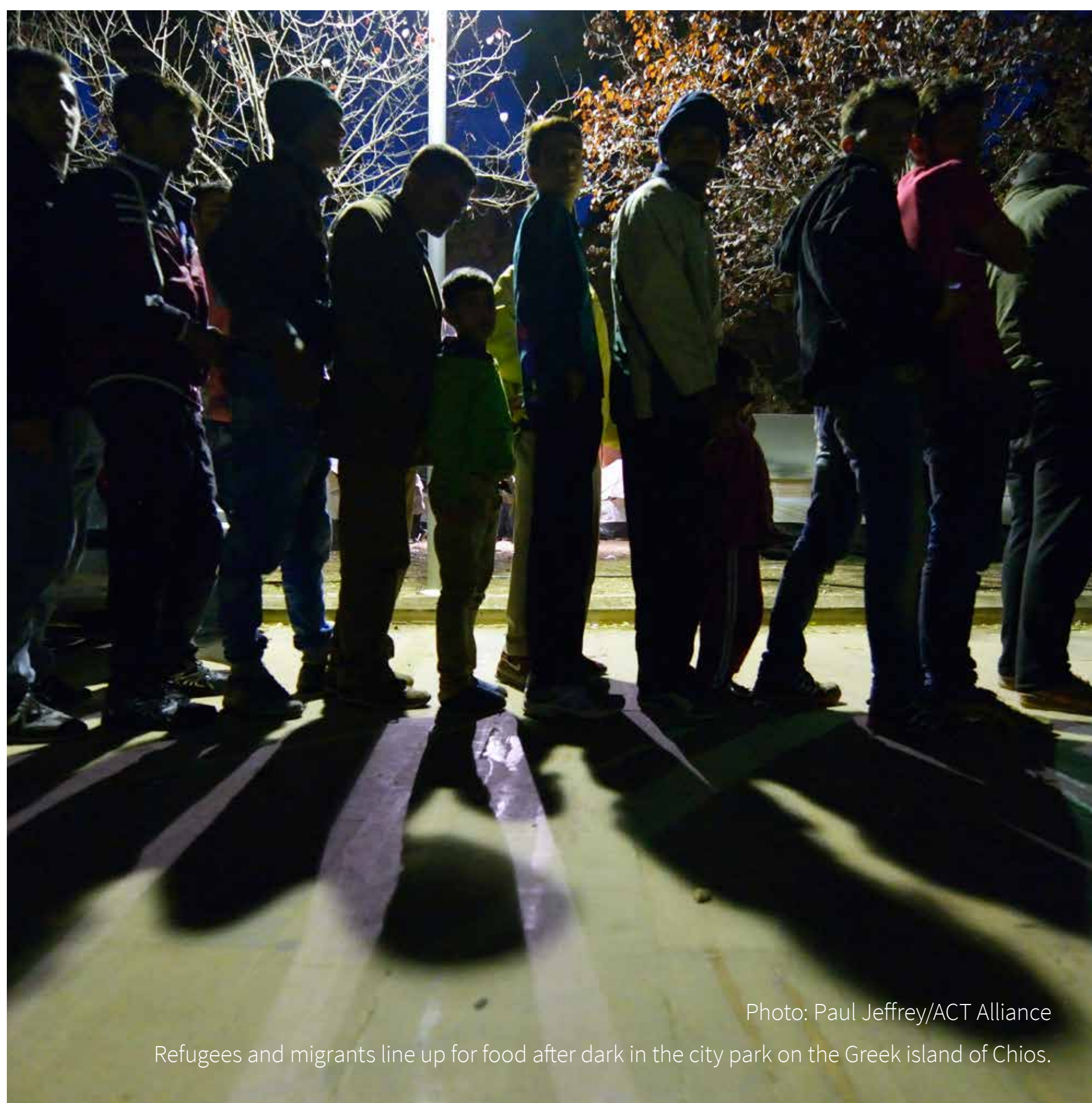

Photo: Paul Jeffrey/ACT Alliance
Refugees and migrants line up for food after dark in the city park on the Greek island of Chios.
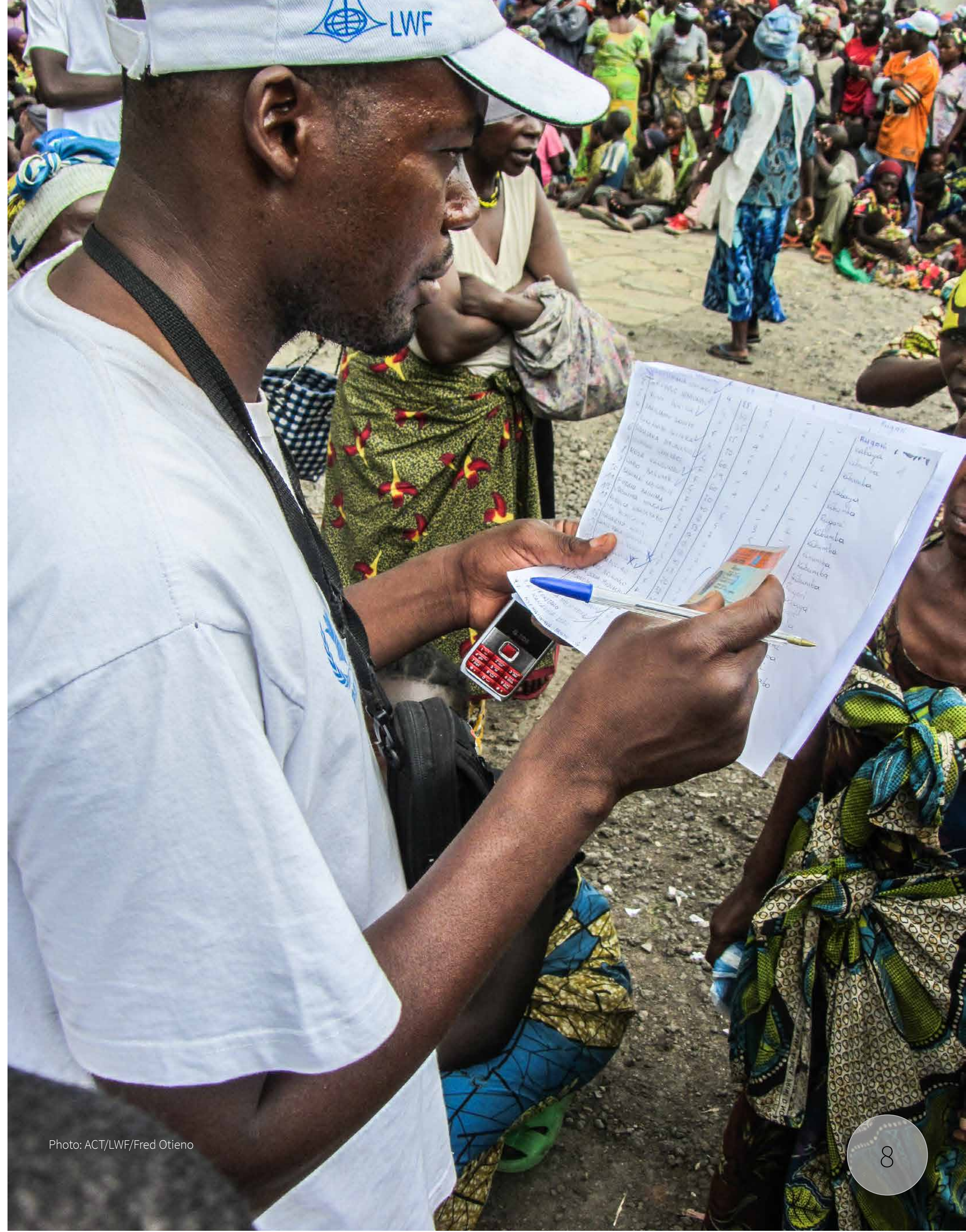

Photo: ACT/LWF/Fred Otieno

Migration and refugee reporting around the globe: A snapshot from Europe, Africa and Asia

Europe: WACC Europe region, in collaboration with the Churches' Commission for Migrants in Europe (CCME), implemented a project in 2017 to promote refugees' rights to speak on their own behalf and to have their voices respectfully heard and adequately represented by the media. The project adapted the GMMP methodology and monitored 571 news articles from print, news websites and news media Twitter feeds in Greece, Italy, Spain, Serbia, the United Kingdom, Sweden, and Norway.

The study found that only 21% of stories on asylum and migration referenced a refugee/ migrant, the majority focussing instead on legislation devoid of refugee/migrant voices or experiences. This finding points to a pattern of invisibility of refugees/migrant in stories concerning them and lack of media attention to the effects of the policies reported on this group. The full report is available at www.refugeesreporting.eu.

WACC Europe is currently undertaking a follow up project examining refugee and migrant representation in social media, with the aim to develop good practice examples and guidelines for individuals and organizations.

Africa: In Nigeria, Kenya and the Democratic Republic of Congo, displacement is linked to political, ethnic and religious differences, escalated by armed conflict, banditry, arson, maiming and terrorism. Despite facing emotional, physical and psychological trauma, Internally Displaced People (IDPs) are sometimes also portrayed in media reports as helpless citizens who have no rights and who are left to the mercies of humanitarian and relief agencies.

WACC Africa region's media monitoring project implemented by members Journalists for Christ (JFC-Nigeria), the All Africa Conference of Churches (AACC-Kenya) and Sauti ya Mwanamke Kijijini (SAMWAKI-DRC), focused on media reporting on IDPs. The studies in the three countries found that media reports on IDPs and the camps in which they reside are based on information from official sources and occasional visits by government officials and agencies. There are not enough comprehensive reports based on interviews with or the voices of the affected persons. The studies found a need for media to gain a better understanding of all issues affecting displaced persons and to publish more independent reports.

Asia: Asia added more international migrants than any other region between 2000 and 2017, according to the International Organization for Migration.

WACC Asia region conducted a study on the communication rights of migrants in three migration corridors namely, India-Bangladesh, Malaysia-Philippines, and Indonesia-Malaysia. The study on the Indo-Bangladesh corridor concluded that the local media in North Eastern Indian states accept and portray the logic of "influx" and the perceived threat to Indigenous cultures from migrants from Bangladesh. Undocumented migrants are often described by the media as "illegal migrants" and "infiltrators", and blamed for loss of land, language and economic opportunities.

The study concludes that in failing to observe ethical principles, the media are in fact complicit in instigating violence in the border area. Communication rights, particularly the right to access to information, are a challenge for all migrants but especially for the undocumented ones. Government information provided in a language they do not understand obliges them to turn to unreliable sources for information on support and assistance.

Following the study results, an advocacy strategy was developed targeting relevant governments and inter-governmental processes and involving national and regional partners.

In 2019, **WACC Latin America** will be examining the representation of migrants and refugees in the media, particularly focused on human trafficking between Mexico and Guatemala. These results will be added to the consolidated evidence and advocacy.

Photo: Paul Jeffrey/ACT Alliance   A Czech volunteer uses her phone to take a photo of an Iraqi refugee woman and her 18-month old daughter, as they approach the border into Croatia near the Serbian village of Berkasovo.

Photo: Paul Jeffrey/ACT Alliance. Children play in a city park housing refugees in Belgrade, Serbia.

Communication for Social Change

Drawing on a framework of communication rights, WACC's Communication for Social Change Programme supports civil society organizations in Africa, Asia, the Caribbean, Latin America, the Middle East, and the Pacific to advance sustainable development and positive social change through media and communication-based strategies. The programme also supports civil society actors in challenging unequal and undemocratic communication-related legislative frameworks and policies.

In 2018, WACC supported 25 projects implemented by partners in 14 countries, as well as four regional projects implemented by WACC's regional associations in Africa, Latin America, Europe, and Asia. Notable outcomes included the strengthening of Indigenous community radio and television networks in Central America and Nepal; an evidence-based advocacy campaign to change public perceptions about migration in Kenya, Nigeria, and the Democratic Republic of Congo; and targeted efforts to raise awareness about human trafficking in the Caribbean.

WACC and its partners shared best practices from individual projects at key international events. These events included the Social and Behavioural Change Communication (SBCC) Summit, the conference of the International Association for Media and Communication Research (IAMCR), a UNICEF Latin America symposium on communication in humanitarian emergencies, and the Asia assembly of the World Association of Community Radio Broadcasters (AMARC).

Twelve WACC project partners developed high quality videos showing how their work to meet their communities' communication and information needs represent tangible ways to advance the Sustainable Development Goals. Sixteen WACC partners increased their public recognition through online campaigns and new materials on communication rights.

In 2018, WACC produced a position paper titled "Addressing Communication and Information Poverty in the Context of the Sustainable Development Goals (SDGs)", which was developed in consultation with approximately 90 partner organizations, academics, and activists from all regions over a period of 18 months. The position paper is a valuable tool to better align the Communication for Social Change Programme with Agenda 2030.

Photo: Albin Hillert/ACT Alliance

Saeed Alnahhal shows a copy of his article published in a major Swedish newspaper featuring refugees who have received support through the Goda Grannar project in Vamosszabadi, Hungary.

Gender and Communication

WACC's Gender and Communication Programme challenges sexism in the media through support of community projects, international advocacy, and media monitoring that generates evidence on the gender dimensions of news reports.

WACC continues to serve as the Interim General Secretary of GAMAG and led a project to foster recognition of media as agents for the achievement of gender equality goals in the Post 2015 development agenda (Agenda 2030). The project developed 10 position papers and three case studies co-published with UNESCO in the book "Setting the Gender Agenda for Communication Policy: New proposals from the Global Alliance on Media and Gender".

GAMAG applied the papers to lobby the 2018 CSW through, among other strategies: A written statement to the Commission, a petition on the theme of women's communication rights, and nine workshops and panel sessions.

At a panel session co-organised with UNESCO, WACC helped make the case for the centrality of communication in struggles for gender equality, women's human rights, and the SDGs. GAMAG's efforts led the Commission to recognize

media and ICTs as central for achieving gender equality and the empowerment of rural women and girls". Various clauses in the session's report highlight the challenges and opportunities presented by media and ICTs.

GAMAG produced six videos animating five position papers and targeting the media practitioner audience. WACC's video on gender issues in media content is featured in the set of videos available at www.gamag.net.

End News Media Sexism Campaign

The "End news media sexism" campaign seeks to remind news media of their responsibility to uphold professional ethics on fair coverage, balance, accuracy and non-discrimination. The campaign is informed by the results of the 2015 media monitoring research by

the GMMP network in 114 countries. It provides resources for ordinary audiences to build knowledge on gender dimensions of media content and practice, and practical tools to engage with the media.

WACC partnered with civil society organisations to implement the campaign in several countries including Pakistan, Mongolia, Uganda and Nigeria. In Mongolia, the School of Journalism Setguulch led journalism students and early career professionals in gaining mastery of gender equality reporting and applying a local language version of the End News Media Sexism gender media scorecard. Uks Research Center in Pakistan, through its Women's Media Complaint Cell, turned the spotlight on good/ bad media practices from a gender perspective in partnership with media students and female journalists.

The Pakistan initiative urged media, audiences, academia and policymakers to take action beyond advocacy and awareness.

WACC's gender-dedicated website www.whomakesthenews.org continues to highlight initiatives around the world that challenge sexism in media content and practice.

School of Journalism Setguulch applied a local language version of the End News Media Sexism gender media scorecard.

Stories from Project Partners

Women in Palestine: Empowering Visibility

Two WACC-supported projects gathered evidence on the representation of women in Palestinian media and supported women's freedom of expression in the context of the Israeli-Palestinian conflict. Women are disproportionately affected by the conflict's social, political and economic consequences.

Women, Media and Development (TAM-Palestine) gathered evidence on the presence, portrayal and representation of women in local news stories related to peace, security, and the Israeli occupation. The results were startling in the severity of misrepresentation and under-representation of women. Palestinian media do not reflect the impacts of the conflict fairly for women, but they also choose to portray a stereotypical image through different traditional roles and in limited topics.

The research found a significant absence and trivialization of women in news related to peace negotiations. Women's participation is not shown and their representation in reconciliation committees is hardly depicted. TAM-Palestine has followed up the research with recommendations for media organizations, journalists and decision makers.

A second project, implemented by Community Media Centre (CMC), sought to enhance young women's participation in decision-making processes in the Gaza Strip by strengthening their capacity to express their views and exercise their right to freedom of expression. It also sought to promote young women's role in civic engagement and social responsibility. CMC implemented a broad range of activities related to capacity building, community awareness raising, advocacy, and community mobilization. Over 20 young women activists benefitted from technical training to enable them to produce media materials. Workshops were accompanied by a social media campaign and culminated in a conference on women's right to freedom of expression where local officials and decision-makers were invited.

Photo: Community Media Centre/WACC

Increasing Public Awareness of Human Trafficking in Jamaica

Human trafficking is a significant problem in Jamaica as it is both a "source and destination country for adults and children subjected to sex trafficking and forced labour," according to the US State Department. Youth, particularly girls and young women, are often most at risk of being lured and/or coerced into forms of trafficking that include sex work, domestic servitude, and forced labour.

This problem is a result of factors such as high youth unemployment, which turns vulnerable youth into easy targets for forms of exploitation masquerading as legitimate employment, and a social and cultural climate that permits the practice.

This project, implemented by WMW Jamaica in collaboration with Kairos Creation Productions and co-funded by Council for World Mission, sought to raise awareness about the causes and consequences of human trafficking in Jamaica among at-risk youth and adults in positions of responsibility. This was achieved through the production of the film "Where is Melissa?" and the delivery of public sensitization and advocacy efforts involving media editors, secondary and post-secondary education institutions, and faith-based organizations.
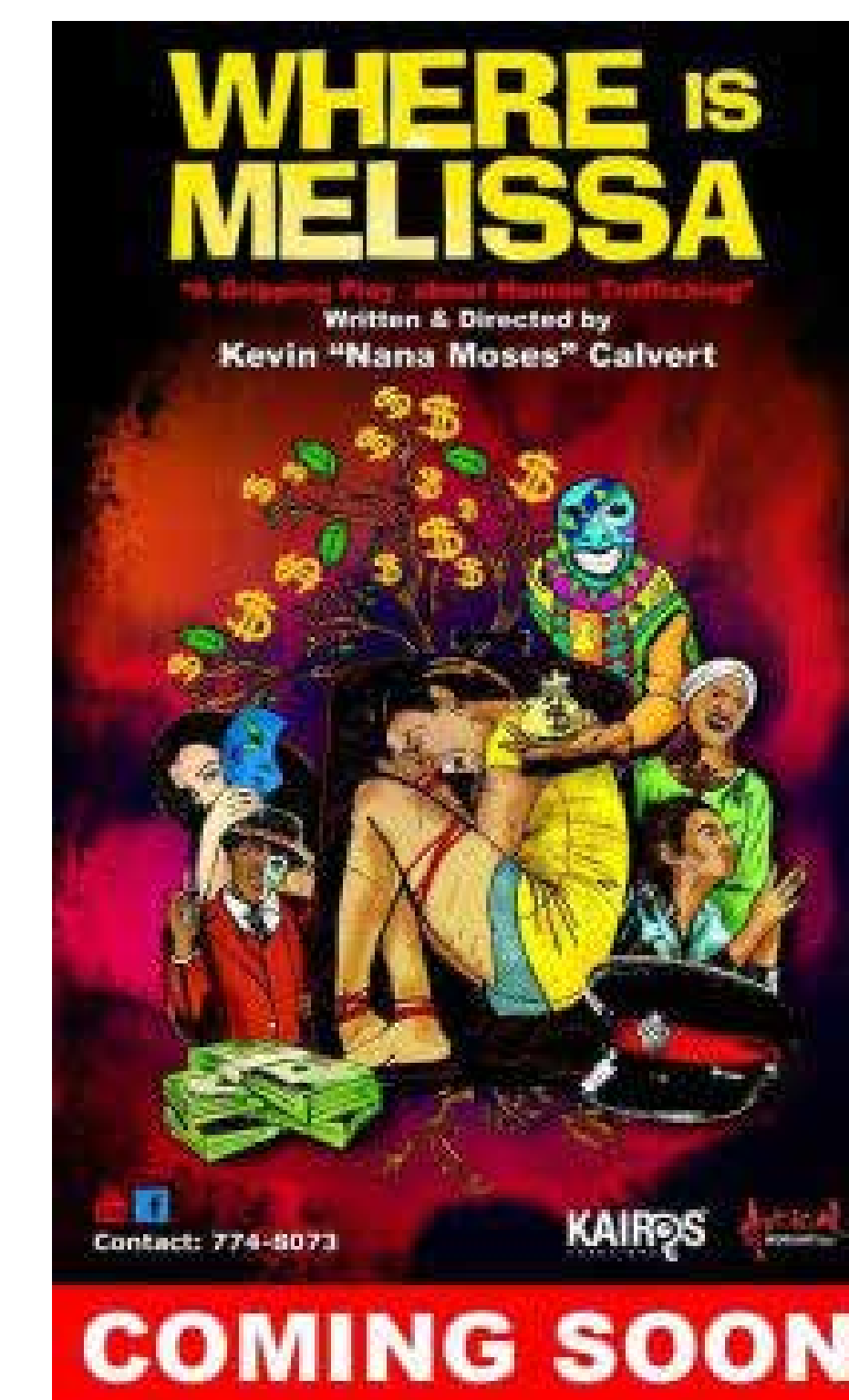

Photo: Kairos Creative Productions/WACC

Youth Peace Project a Sign of Hope in Conflict-Ridden Mindanao

The start of 2017 was marked by optimism for people living in Mindanao, Southern Philippines. At the time, the national government was engaged in peace talks with the two major armed movements operating in the region, the Moro Islamic Liberation Front (MILF) and the Communist-led New People's Army (CPP-NPA), and people were following the negotiations closely.

In this context, WACC partnered with Rural Missionaries of the Philippines-Northern Mindanao Region (RMP-NMR) in a project engaging youth across the region to support the peace processes. The project established online and off-line platforms for dialogue and exchange on peace issues for youth, promoting media literacy, and supporting the production of digital media content on youth-related issues in relation to the peace talks. The project also sought to reach 5,000 high school students through media content and collaboration with local educational institutions and inter-faith and secular youth organizations.

Despite initial scepticism among some groups who saw the project as a "communist" initiative, early project activities were quite successful and enabled the formation of a network of young people working across faith divisions to support the peace processes. When peace talks collapsed and violence spread through the region, this network changed the focus of their activities to humanitarian aid, documenting human rights violations during the course of the conflict, and engaging in dialogue on issues thought to be fuelling the conflict.

Photo: RMP-NMR/WACC

Keeping Argentina's Memory, Truth, and Justice Process in the Spotlight

Soon after the end of Argentina's military dictatorship in 1983, a national process of Memory, Truth, and Justice was launched to address the systematic human rights violations committed during the so-called "Dirty War" from 1976 to 1983. Over the years, this process has been a source of controversy and its implementation and achievements have varied significantly depending on the political leanings of the national government at any given time.

Today, following more than a decade in the implementation of the process, there is a sense among human rights defenders that progress is slowing down, receiving less attention, and that there is a real risk that achievements of the past years could be reversed.

In this context, *Asamblea Permanente por los Derechos Humanos* (APDH) is seeking to raise awareness about the importance of this process in an effort to influence public opinion and policy implementation. APDH's project sought to build the capacity of community and mainstream media journalists to report on the process. Key outcomes included the drafting of a reporting manual for media houses and a database of committed activists and journalists who can help shed light on key issues.

"Former illegal center of detention, torture and disappearance of persons, 1976–1979"). It is placed on the former site of the headquarters of the police. This picture was taken by Pablo D. Flores on 7 March 2006.

Ideosync Media Combine/WACC

Reframing the Migration Narrative in India

India's rapid urbanization along with crises in rural areas has led to unprecedented migration to large metropolitan cities. Migrants in search of opportunities in informal sectors are often marginalised and denied access to housing, healthcare, subsidized food, etc. Women migrants are also vulnerable because of existing patriarchal structures that restrict their mobility and make them victims of other forms of violence. The experiences and voices of these women do not feature in the popular urban migration narrative.

A project implemented by Ideosync Media Combine sought to empower migrant women by enhancing their skills and confidence so that they can shape their own lives. To achieve this, a community-based research initiative identified their key stories and life experiences. The next step involved capacity building strategies, such as creating a training manual with audio/visual stories with a focus on rights. This allowed 20 women from three urban locations on the outskirts of Delhi to record their experiences and disseminate them through community, online, and mainstream media outlets.

Advancing Indigenous Rights through Community Radio in Guatemala

El Estor is a municipality approximately 320 km away from Guatemala City. Eighty percent of the population speaks Q'eqchi and consider themselves part of the Mayan nation. The area is largely ignored by the state, and there is a marked lack of media content that reflects the community's priorities.

Asociación Estoreña para el Desarrollo Integral (AEPDI), an active community organization in the area, had been using commercial media – and paid high fees – to promote Indigenous rights and demand their people's right to land. AEPDI had also been attempting to establish a community-owned radio station for years, hoping it would become a means to inform, educate, and entertain the community.

WACC partnered with AEPDI, with additional support from Cultural Survival, to establish *Radio Comunitaria Xyaab' Tzuultaq'*, a community radio station broadcasting on 99.5 FM. The station's studio is in El Estor, and its signals reach communities in the department of Izabal, Alta Verapaz, y Baja Verapaz. About 90,000 people tune in to the station, which relies on a team of 22 volunteer programmers.

The establishment of the radio station was the first step towards enabling people in El Estor to exercise their communication rights. It is also becoming a vehicle to strengthen Indigenous governance systems and community organizing efforts. The station has developed partnerships with other civil society organizations, including the Latin-American Association for Radio Education (ALER) and its Guatemalan counterpart. This has enabled it to broadcast diverse content and to shed light on local social issues, including the impact of extractive industries on local livelihoods.

Photo: Cultural Survival

Gender Representation in Peace and Conflict in Ugandan Media

How do men's and women's voices play out in the media during a conflict situation and during peace efforts? Uganda Media Women's Association conducted a study of print media to provide evidence for dialogue and policy around women's effective participation in peace and security processes, conflict prevention, and post-conflict.

The findings indicate that females were depicted as victims or survivors almost four times more (19%) than males (only 5%). The voices heard during coverage of peace, security and conflict, according to the study, were overwhelmingly male while those of women were invariably invisible. The proportion of female news subjects directly quoted was only 14% as opposed to 86% males, out of 104 news sources. The topics in which women were quoted were primarily private / domestic (53%).

These findings, just like many others before, are reflective of social expectations about the status of women and men, which are then recreated and reinforced by the print media. The Uganda Media Women's Association is following up on recommendations including building on existing legal frameworks for media; raising awareness, knowledge and skills to avoid stereotypical reporting; and supporting women in effective use of media.
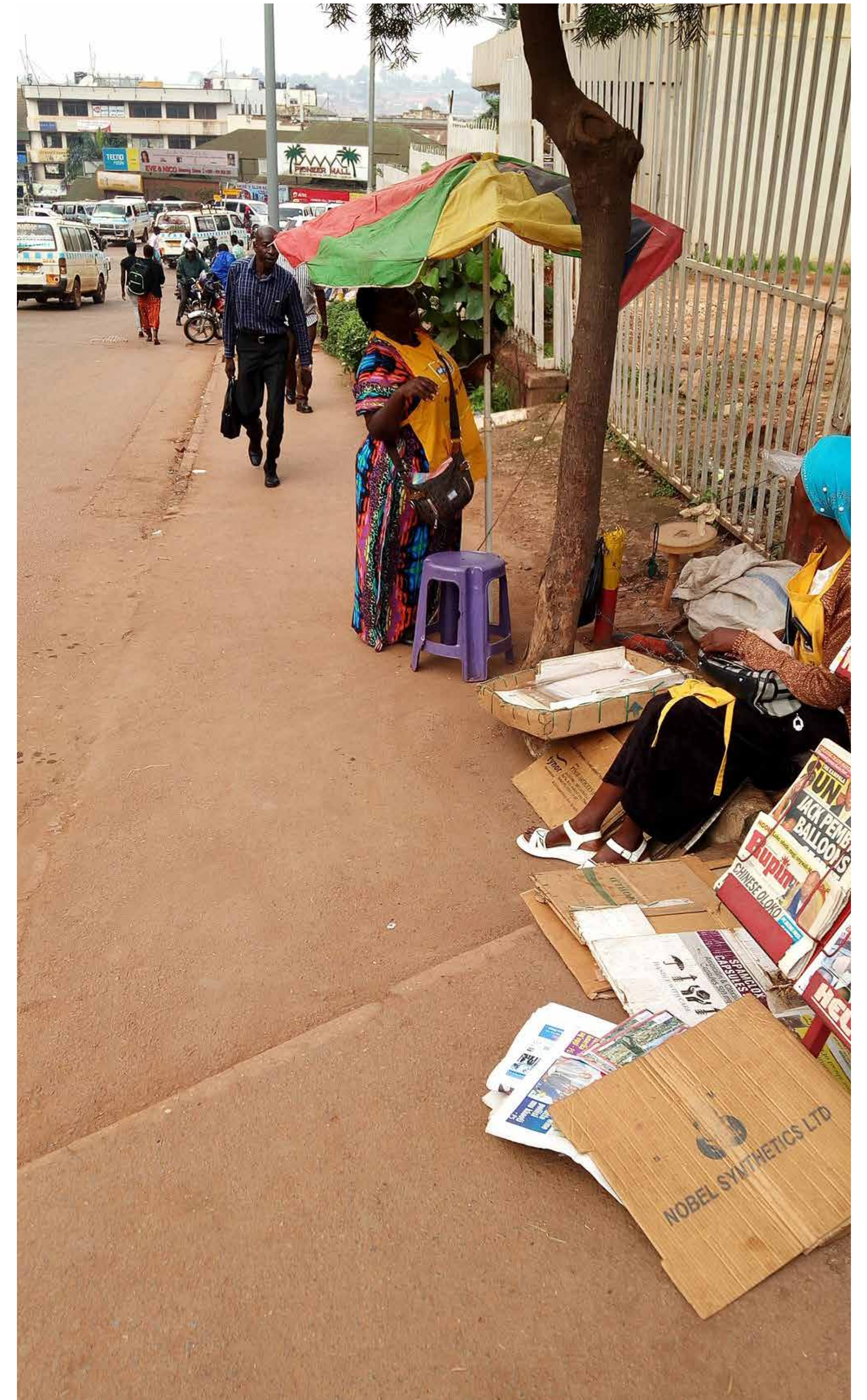

Photo: WikimediaCommons, Mstephen247

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Looking Ahead to 2019 and Beyond

No one can predict with certainty what the next 50 years will hold, but advocacy for communication rights will still be imperative. Inclusion, accessibility, affordability, transparency and responsibility remain persistent issues for the present, and, as is made all the more apparent by today's political and cultural discourse, for years to come. Communication rights address all of them.

From 2019, WACC will be reflecting on communication rights, duties, and responsibilities in the world of digital media. The Internet, online communication, and social media have given people unprecedented and unparalleled access to information, experiences and events. Digital platforms offer powerful tools for justice, education, mission and understanding in a world where communication is key to social justice and sustainable development.

However, we have also seen the same platforms used to spread deliberate disinformation and hate. Politically motivated digital campaigns of "fake news" are undermining democratic processes and attacking responsible journalism. And while digital platforms seem to provide unfettered opportunities for freedom of expression, growing media monopolies threaten a diversity of perspectives and opinions.

WACC and its partners will be exploring the balance between communication rights and communication responsibilities in the digital sphere, and developing tools and knowledge for community organizations and

networks across the spectrum to use digital media effectively and strategically, particularly in the face of disinformation and hate speech.

WACC has also witnessed disturbing attempts by governments and private interests to curb the ability of civil society to organize and operate. The ability of civil society to access information, freely participate in decisions that affect them, and demand accountability from government and public services is essential. Yet from legislation and regulation to illegal enforcement and even violence, civil society organizations and networks face increasing obstacles in all regions.

"Shrinking civil space" is an urgent theme for communication rights, now and into the future. WACC will focus its attention on strengthening alternative voices and enabling people and communities to be heard where it matters most. To do so requires the principled and financial solidarity of long-time and new partners convinced that WACC can make a difference. Thank you for your confidence and your support.

Photo: Paul Jeffrey/ACT Alliance. Yazidi girls in a camp for internally displaced persons at Dawodiya in Iraq's Kurdistan region.

Media Development

Media Development is an international quarterly journal dedicated to the theory and practice of communication around the world. Many contributors write from the perspective of the Global South, highlighting social, cultural, and spiritual values.

Media Development publishes informed and critical opinions on a broad range of topics; significant documents and materials; reports of events and conferences; a section on cinema; occasional book reviews.

Media Development seeks to keep abreast of developments in the field of mass, community and social media and to articulate common concerns about equality, justice and human dignity in communication.

Media Development 1/2018

Media Development 2/2018

Media Development 3/2018
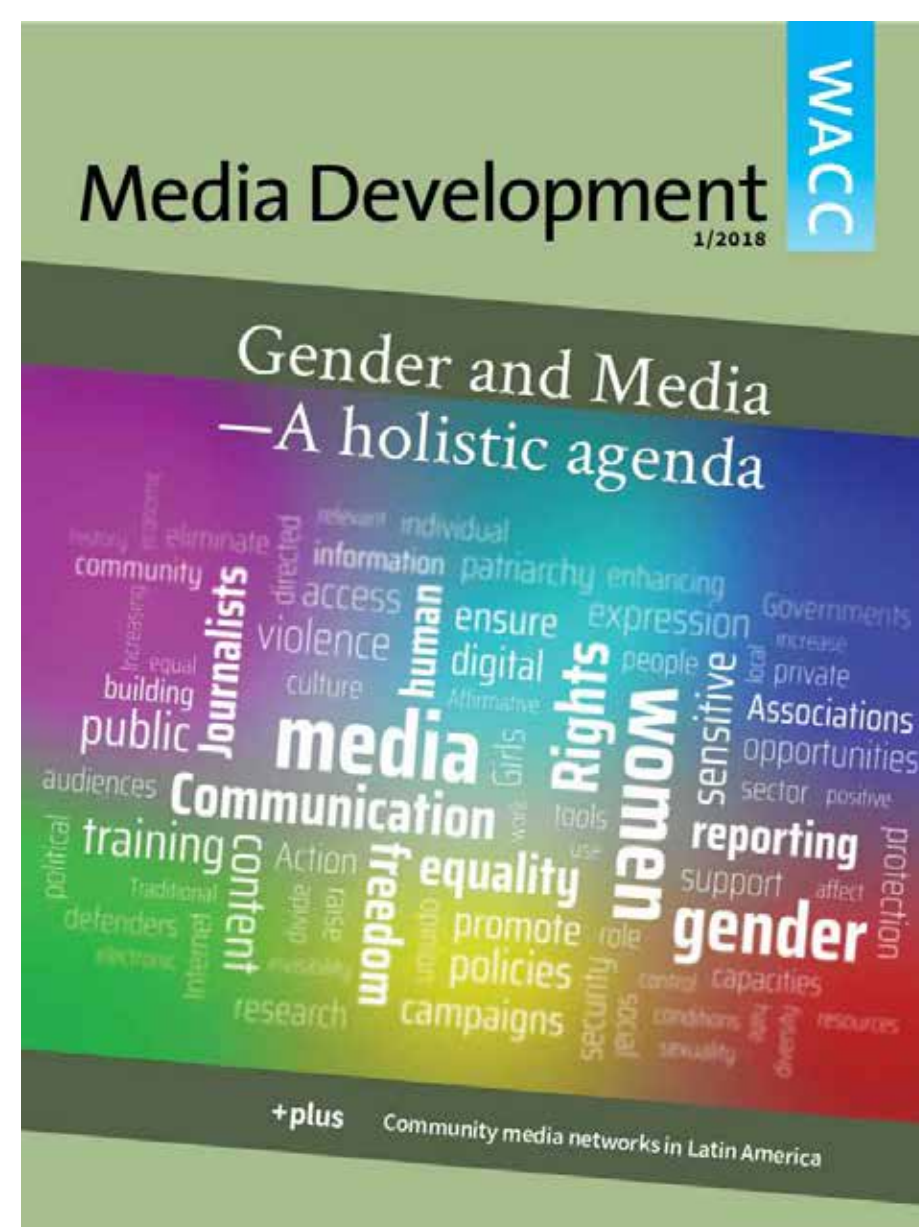
Media Development 4/2018

**Gender and media – A holistic agenda**

Articles in this issue are based on papers presented to the 62nd session of the United Nations' Commission on the Status of Women. They call for the global development agenda to promote gender equality and women's rights, including requiring governments to work to end gender discrimination and promote equality in their laws, policies, and practices. Media output that clearly challenges gender stereotypes will help eliminate prejudices, attitudes, norms, and practices that sustain gender-based discrimination, marginalisation, and inequality.

Journalism that serves the public interest

At the heart of this issue of Media Development lies an opinion piece written by the editor-in-chief of The Guardian newspaper and first published on November 16, 2017. In a world where balance and truth in news coverage appear to be at a premium and where social media often promote fake news and misinformation, public service media remain an urgent necessity.
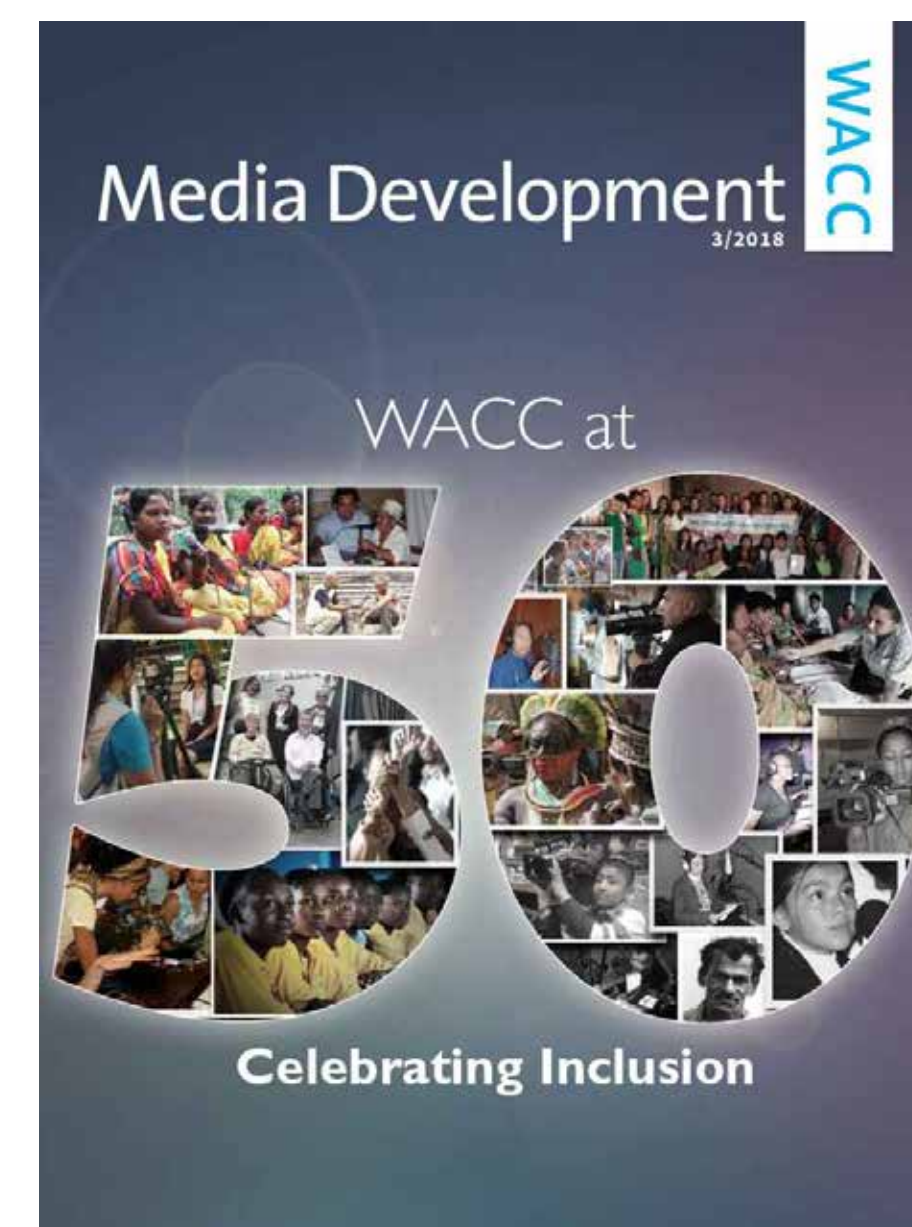
WACC at 50: Celebrating inclusion

Fifty years after its foundation, WACC is in a growing number of partnerships working for greater inclusion, accessibility and affordability, as well as greater responsibility in the world of public service media and digital communications. It is a matter of recognizing and portraying the intrinsic dignity and worth of all human beings no matter their background and belief.

Engaging with the digital

Digital communications are everywhere and yet policymakers struggle to respond with appropriate structures and governance models. It is necessary to move beyond celebrating greater accessibility and affordability in order to tackle fundamental questions about ownership and regulation, as well as ethical questions about privacy, security and surveillance.

WACC Membership and Organization

Members of WACC are organizations and individuals committed to promoting communication as essential for people's dignity and participation in communities. WACC's members are organized in eight regions – Africa, Asia, Caribbean, Europe, Latin America, Middle East, North America, and Pacific – which provide opportunities for networking and regional projects. Through the support and active engagement of hundreds of WACC's members and partners, initiatives such as the Global Media Monitoring Project and Media and Migration are not only made possible, but provide ground-breaking evidence and help support strong advocacy at local, national and international levels.

In 2018, WACC members approved constitutional changes for WACC's associations in the UK and Canada to address duplicate membership and governance structures and ensure that from May 2019, one WACC Board of Directors will have oversight of the whole association. WACC UK will be the organization's primary legal association, while the Secretariat will remain in Canada.

Please visit the WACC membership page for further information.

Officers and directors WACC Canada/ UK Boards 2018

President
Samuel Meshack, India (WACC Canada Board/ WACC UK Board)

Vice-President
José Luis Aguirre Alvis, Bolivia (WACC Canada Board/WACC UK Board)

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Stephen Brown, France (WACC Canada Board/ WACC UK Board)

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Ruth Stella Etemesi, Kenya (WACC Canada Board/WACC UK Board)

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Embert Charles, St. Lucia (WACC UK Board)

Andrew Chisamba, Malawi (WACC UK Board)

Naji Daoud, Lebanon (WACC UK Board)

Paul de Silva, Canada (WACC UK Board)

Marianne Ejdersten, Sweden/Switzerland (WACC UK Board)

Sheila George, USA (WACC Canada Board)

Keisha Jackson, Jamaica (WACC Canada Board/WACC UK Board)

Lydia Ma, Taiwan (WACC UK Board)

Jim McDonnell, United Kingdom (WACC UK Board)

Margrit Saroufim Mina Youssef, Egypt (WACC Canada Board/WACC UK Board)

Shirley Struchen, USA (WACC UK Board)

Linda Maea Tematua, Tahiti (WACC UK Board)

Vilma Peña Vargas, Costa Rica (WACC UK Board)

Akuila Dreudreu Yabaki, Fiji (WACC Canada Board/WACC UK Board)

Philip Lee, General Secretary (WACC UK Board)

Regional Associations – 2018 Officers

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Secretary, Lekan Otufodunrin, Nigeria
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Vice-President, Marcela Gabioud, Argentina
Secretary, David Morales Alba, Colombia
Treasurer, Hector Javier Tecum, Guatemala
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Elected November 24, 2018:

President, Leonardo Felix, Argentina
Vice-President, Nieves Vargas, Peru
Secretary, Cirenia Celestino Ortega, Mexico
Treasurer, Héctor Javier Tecúm Jorge, Guatemala

Middle East
President, Margrite Saroufim Mina, Egypt
Vice-President, Jack Khazmo, Palestine
Secretary, Onsi Anis Younan. Egypt
Treasurer, Naji Daoud, Lebanon

North America
President, Shirley Struchen
Vice-President, Carole St Laurent, Canada
Secretary, Daniel Benson, Canada
Treasurer, Burton Buller, USA

Pacific
President, Linda Maea Tematua, Tahiti
Vice-President, James Bhagwan, Fiji
Secretary/Treasurer, Agatha Ferei, Fiji

WACC Board of Directors
Photo: WACC

Financial Overview

WACC Global continues to succeed in a very competitive fundraising environment. We raised over C$1.8 million in 2018. Over 75% came in the form of grants from our loyal and long standing contributors. The remaining 22% was self-generated from gains on investment liquidation, hosting fee revenues and rental income. For comparison in 2017, self-generated income accounted for 5% of total revenues.

The boards, management and staff of WACC remain very prudent financially and did everything possible to minimize cost while maximizing WACC's social impact around the globe in 2018. We managed to reduce overall expenses 7.2%, while boosting program expenses to 92% of the total expenditure for the year.

Our global members, boards and staff are now working more closely, together with our friends and partners, to raise funds and diversify our donor base to ensure the financial sustainability of WACC. With adequate funding and careful management, we will continue to promote communication as an essential aspect of all people's right to their life, dignity and full participation in their communities.

Financial figures provided are pre-audit. Audited accounts are available on request.

Income by Source

Governmental	3,785	0%
International Grants	1,436,128	77%
Non-Governmental	421,737	23%
Grand Total	**1,861,650**	**100%**

77% International Grants
23% Non-Governmental
0% Governmental
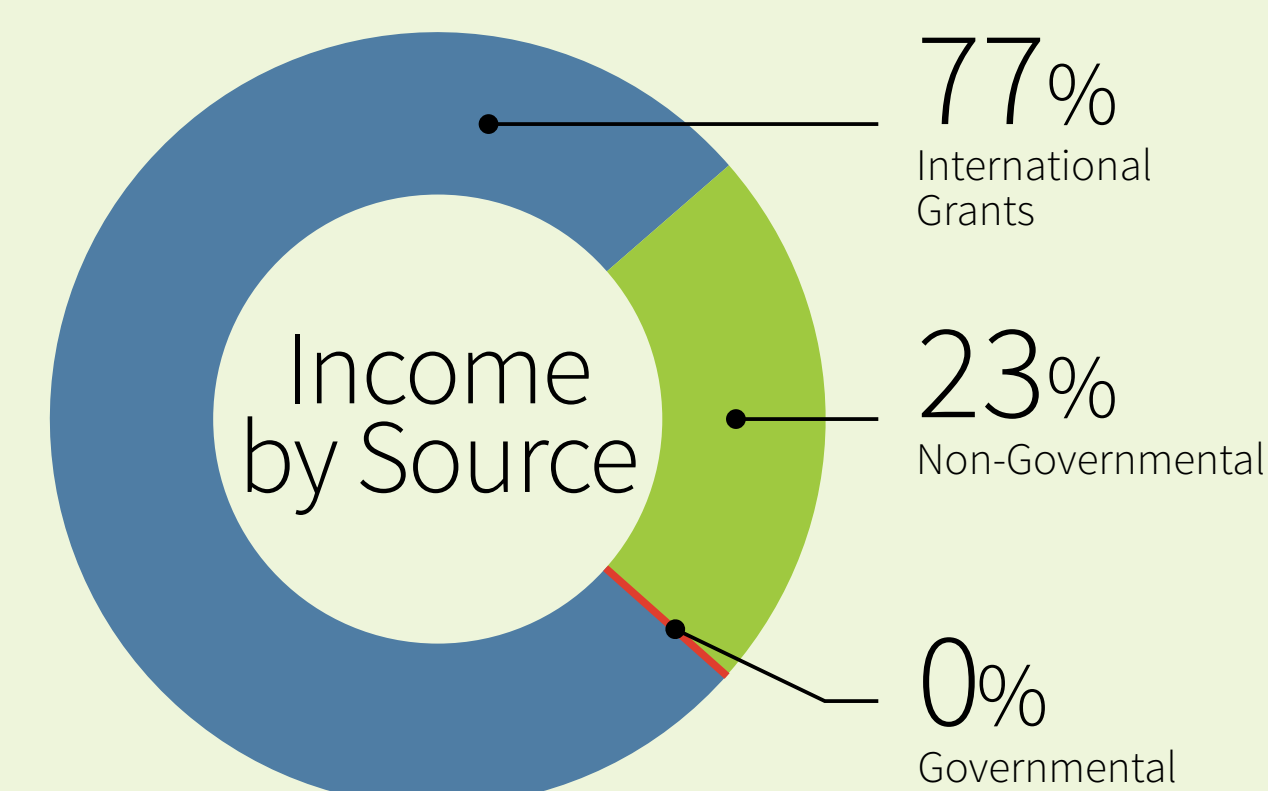
Income by Type

Grants & Contributions	1,457,013	78%
Self-Generated	404,637	22%
Grand Total	**1,861,650**	**100%**

78% Grants & Contributions
22% Self-generated Income
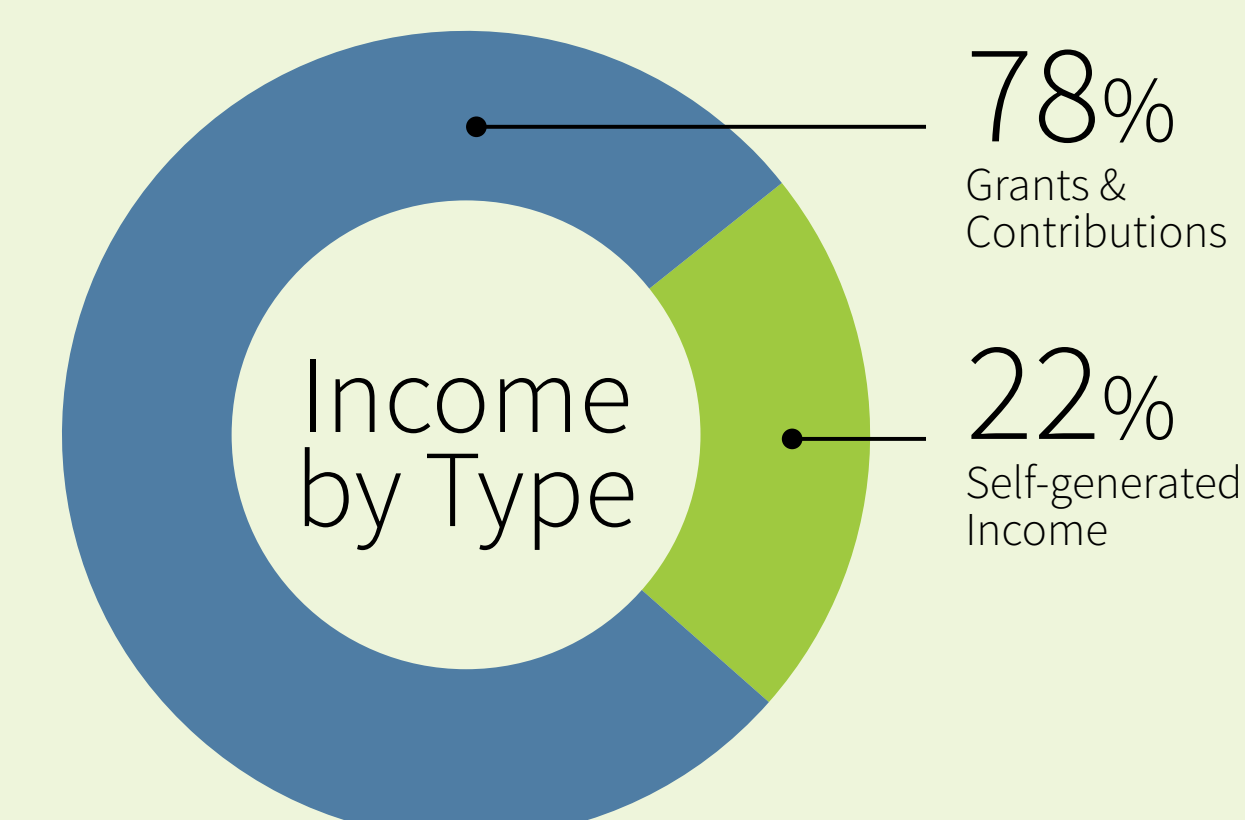
Expenses by Type

Programmes & Projects	1,629,374	92%
Governance	88,553	5%
Fundraising	53,132	3%
Grand Total	**1,771,059**	**100%**

92% Programmes & Projects
5% Governance
3% Fundraising
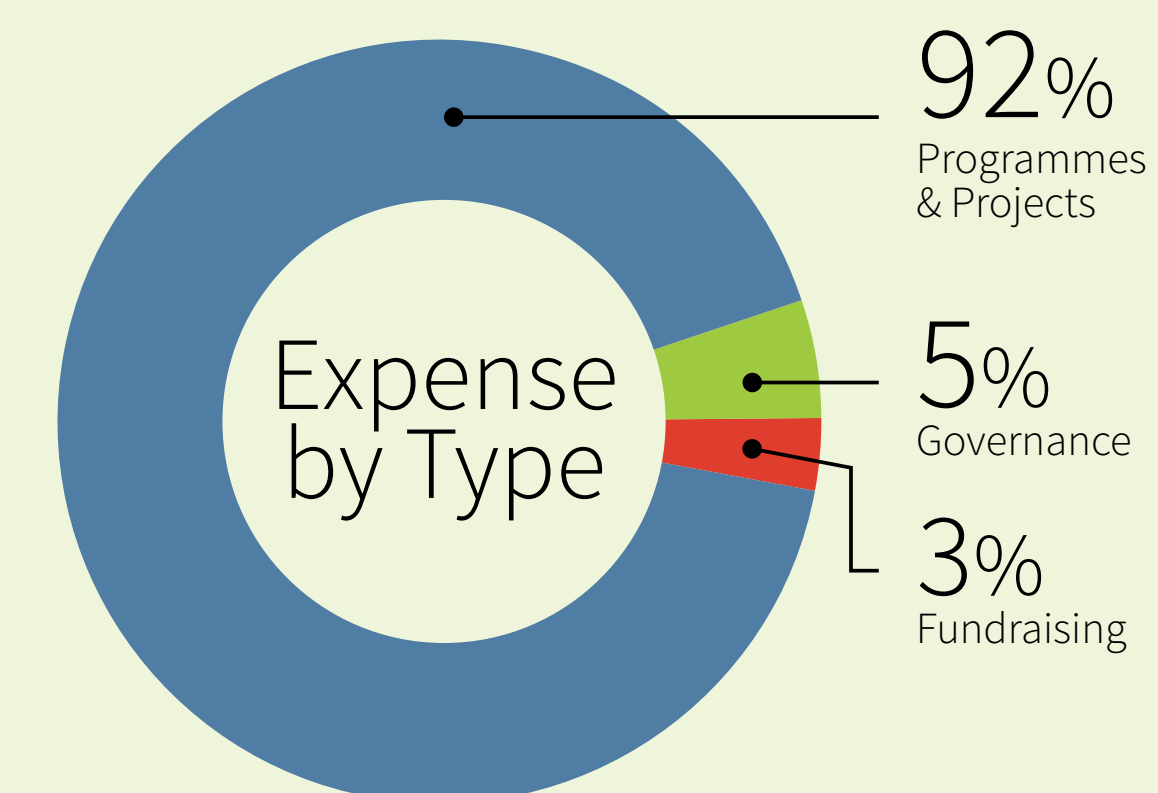
Funding Partners

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

The Anglican Communion, UK

Brot für die Welt, Germany

Canada Summer Jobs

Evangelical Lutheran Church in America

Evangelical Lutheran Church of Finland

Evangelisches Missionswerk in Deutschland

Many Voices, One World

UNESCO-IPDC

United Church of Canada

UN Women

Women's World Day of Prayer USA

Co-Funding Partners

Cultural Survival

Council for World Mission

Global Fund for Women

Otto Per Mille

WACC Staff 2018

Philip Lee
General Secretary

Programme

Sara Speicher
WACC UK Development Manager

Lorenzo Vargas
*Programme Manager -
Communication for Social Change*

Sarah Macharia
*Programme Manager -
Gender and Communication;
Monitoring Poverty Reporting*

Gisèle Langendries
Programmes and Funding Officer

Administration

Joseph Patterson
Financial Controller

Rowan Moses
Finance & Administrative Assistant

Shari McMaster
*Administrative Coordinator
and Board Liaison*

Consultants

Saskia Rowley   *Design Consultant*

Keith Nunn   *IT Consultant*

Karri Whipple   *UN Liaison (New York)*

Klea Bogdani   *Research Consultant*

Murtaza Bahrainwala *CRM Consultant*

Interns and Volunteers

Robert Gray

World Council of Churches' Director of Communication Marianne Ejdersten and Philip Lee host a 50th anniversary reception for WACC in Geneva. Photo: Albin Hillert/WCC

ACT Assembly Migration day, Oct 27.
Photo: Magnus Aronson/CoS

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Global Media Monitoring Project

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