



## **Communication – Making a World of Difference**

### **Meeting the communication needs of marginalised and vulnerable people and communities**

In 46 countries in the last three years, partnerships between WACC and local organisations have assisted marginalised and vulnerable people to meet their communication needs through training and other forms of capacity building, enabling the creation and expansion of communication assets, and support for advocacy, networks and the creation of media content.

### **Global leadership in research and advocacy for media and gender justice**

The Global Media Monitoring Project (GMMP) is widely recognised as the world's longest and largest participatory media monitoring initiative. It has provided evidence, inspiration and capacity building for women's rights advocates to engage the news media in many countries for a fair and balanced representation of women through adopting policies and practices. The most recent research shows an improvement, but the world's news content still has a long way to go, requiring a sustained long term effort by gender justice advocates around the world. The methodology has been adapted by civil society groups working on improving professional media standards related to other areas of concern about media content and its impact on democratisation, development and social justice.

### **Global leadership in a rights-based approach to communication**

Over many years, WACC has led advocacy for a rights-based approach to communication. WACC's sustained advocacy through coalitions that it has convened and/or supported has contributed to the growing international understanding and recognition of the relevance of a communication rights to democratisation, peace building and fighting poverty.

### **Breaking the silence on HIV and AIDS stigma and discrimination**

Faith based institutions and leaders in Africa and elsewhere are developing and carrying out campaigns to decrease stigma and the harm it causes with WACC's advice and support for capacity building and the creation of campaign communication resources.

### **Expanding and sharing knowledge of communication practitioners**

Over 1,000 commissioned articles on communication development, policy and practice have been published since 1976 in the quarterly international journal *Media Development*. The journal bridges the divide between communication practitioners and communication academics. *Media Development* specialises in presenting voices from the South and offering alternative points of view. It is read by WACC members and individual and institutional subscribers such as academic institutions and theological libraries. Materials are regularly used in teaching courses worldwide. *Media Development* consistently and persistently highlights the relationship between mass and community media, communication rights, and their contribution to achieving sustainable development.

### **Nurturing leadership to bring about a more just and democratic communication environment**

Scholarships offered through WACC's Communication Leadership Training Programme help prepare committed and talented young people for leadership in communication for development and democracy. Over 100 people have undertaken studies and training ranging from short workshops to PhD programmes during the last 5 years. Many are now making a significant impact in their country.