

Changing the Name of WACC

Summary of Consultations

Following Board approval of the proposed name change to Alliance for Communication Justice, the proposal was sent to all members, along with the report of the external consultants.

Three online conversations were held to invite responses and discussion for all regions. Over 60 individuals registered, while 33 eventually participated in the discussions. The strongest regional representations were from Latin America, Caribbean, North America and Europe, with individuals also participating from Africa and Pacific (Australia). The majority of participants were personal members. Reactions ranged from genuine excitement about the proposed name, acknowledgement that a change was needed and the proposed name was strong and positive, to concern that regional efforts to build WACC's identity – sometimes associated with a question of losing our Christian connections – would be lost and visibility efforts would have to start again from scratch.

Staff also continued to have one-one-one conversations with regional representatives, institutional members, and partner organizations. From partners, reactions are overwhelmingly positive – they report that they receive questions about WACC's identity when projects or events are co-sponsored, and the proposed name change is much clearer. Conversations with regional representatives and institutional members are positive but more mixed, reflecting a desire for more time and intentionality to move to a new name.

Two specific suggestions were made in these discussions, particularly from members of WACC Latin America and WACC Europe. The first, which seemed to gain the most positive reaction, was to retain WACC for 2-3 years and use “the alliance for communication justice” as a tagline (replacing “Communication for All”). The second, raised as a query, was whether “global” should be included in the name (Global Alliance, or as we do informally now, place it at the end to differentiate from the regions – Alliance for Communication Justice – Global).

Staff, even in this short period, continue to face questions about WACC's name when making presentations and seeking partnerships, and are keen to move in a positive direction so that more time and energy can be directed on strengthening a clear identity, incorporating strategic language in our funding and partnership proposals, and consolidating our communication channels for streamlined messaging.

We have also consulted with Chris McWilliams and Amanda Farrant, sharing the feedback from the consultations and their resulting recommendations on the way forward.

The proposal below reflects all these inputs.

Proposal for Board decision:

The World Association for Christian Communication will transition to using WACC – The Alliance for Communication Justice from January 2027 for a period of at least two years, after which a formal decision would be taken on whether to legally change the name for the whole organization.

The suggested process following this decision is:

1. The visual identity will be lightly refreshed to connect our current WACC identity with our name transition.
2. A global consultation will take place on September 8 instead of a formal general meeting, to further discuss the name transition as well as the draft strategic plan. Global and regional consultations will continue through the transition to discuss concerns, opportunities and questions to make sure these are addressed in the transition and communication strategy.
3. The communication plan for the transition will specifically include regular activities or campaigns under our movement as an “alliance for communication justice” to aid visibility and ownership by members and our wider network.
4. The process of consolidating and redesigning our three websites into one will begin, as a necessary action with or without a name change.
5. Staff, with WACC Officers, will immediately consider the viability of establishing the Alliance for Communication Justice as a Charitable Incorporated Organization in the UK in order to a) ensure the name is protected; b) enable wider outreach to potential funding partners; and c) aim to reduce the auditing and reporting burden under the current legal arrangements between WACC UK and WACC Canada. Further legal advice will need to be taken.