



Assessment of media coverage in connection with the 11th WCC assembly in Karlsruhe

WCC Communication



World Council
of Churches

Preparations and media set-up:

- Communication strategies and plans, aligned with overall WCC strategies.
- Close Collaborations with EKD and local Karlsruhe authorities
- Pre-assembly onsite visits.
- Smooth online accreditation procedures from early on.
- Assembly landing page on the WCC website.
- Continuous updates on the assembly from early on via news releases, features, webinars, etc.
- State-of-the-art fully equipped onsite and online media centres.
- Media presence of hundreds of journalists onsite and online.
- Experienced communication staff ready to support at all times – onsite and online – with handling of interview requests and other inquiries.
- Informal media gatherings online on an almost daily basis.
- Daily live-streamed press conferences, media briefings and seminars.
- Systematic media monitoring by a professional global media monitoring and analysis service.

General conclusions:

Significant interest for the WCC among media outlets around the globe prevails. As its highest governing body, the WCC assembly remains a priority for the media to cover. The reporting from the event has been extensive, particularly in Germany where major media outlets on local, regional and national levels, as well as church media, have published material on a more or less daily basis throughout the assembly. Clearly, the WCC assembly, its deliberations and outcomes, etc. are of concern and significant interest to German media, particularly church media and editorial desks covering religion at major outlets.

As expected, the speech of German President Steinmeier, became headline news, particularly in Germany, but also elsewhere. The war in Ukraine and the presence at the assembly of delegations from both the Ukrainian and Russian orthodox churches, was of course of particular interest among journalist and drew attention to the challenges posed by conflicts of such magnitude, throughout the assembly.

Controversies around the Israel-Palestine conflict, allegations of antisemitism and the WCCs UN-aligned stance on the occupation, continues to draw considerable media attention. So does climate change issues, the dangers of digitalization and other issues dominating world affairs nowadays, where human rights, social justice, peace and reconciliation are involved and where WCC and its member churches play a significant role.

The opening and closing sessions of the assembly were widely covered, with particular attention from the media to the reports from the moderator and the general secretary. Also, WCC's stance on the war in Ukraine and its implications to church relations, were at the centre of media attention from the start. Towards the end of the assembly, the appointments of new officials to WCC governing bodies, as well as new WCC presidents, gained interest.

Open sessions throughout the assembly were also well attended and continuously covered by the media.

In the aftermath of the pandemic, online solutions have clearly gained ground as a practical and cost-effective way for the media to cover events. The WCC was well prepared to meet such needs.

All in all, the media coverage of the assembly turned out to be as extensive as expected, in spite of uncertainties, constraints and delays caused by the pandemic. In terms of substance, the media did not deviate from its usual priorities, where the news always comes first, followed by more in-depth material. In addition to the immediate impact, in terms of coverage during the event, our communication set-up and media services provided during the assembly has had an equally important long-term impact. Accredited journalists have learned more about the WCC and the ecumenical movement and been given plenty of opportunities to collect material for future stories. Providing excellent services and working conditions for the media is thus an act of goodwill and an investment for the future. We can expect to see more stories initiated during the assembly for quite some time. It is yet too early for a final assessment of the media coverage. Also, since we are unable to keep track on all the media coverage, our assessment in terms of published and broadcasted material, is limited to what our media-monitoring service-provider reports. It is thus fair to assume that there has been additional coverage that we don't know about.

Please see attached appendix for more details about monitored coverage.

APPENDIX

Examples of (monitored) German outlets covering the assembly:

Zeit online

evangelisch.de

Initiative Mittelstand

Süddeutsche Zeitung

KA-news.de

Unternehmen-Heute.de

Nachrichten aus Frankfurt

Mittelbadische Presse Baden Online

Blick Aktuell

Neue Kirchenzeitung

Evangelische Zeitung

Konradsblatt:

Idea spektrum.de

Focus online: ,Ecumenism

Israelische Religionsgemeinschaft in Baden (IRG)

katholisch.de

Bayrischer Rundfunk:

domradio.de

Der Spiegel online

Die WELT/Welt.de

Frankfurter Allgemeine Zeitung

Sachsen business.de

Die Tagespost

Neckar Chronik Horb

Pro - das christliche Medienmagazin.de

idea-spektrum

Glaube und Heimat

Unsere Kirche

n-tv

Stuttgarter Zeitung

Schwarzwälder Bote

Emsdettener Volkszeitung

Deutsche Welle

Heidenheimer Zeitung

Ludwigsburger Kreiszeitung

Die Rheinpfalz

AKREF Nachrichten
Weser-Kurier
Sonntagsblatt
Meiniger Tageblatt
Cicero – Magazin für politische Kultur
SWR Hörfunk
Allgemeine Zeitung Alzey
die neue welle
MDR Garten
Deutschlandfunk
Rhein-Neckar-Zeitung
Krachigau News 8
Badische Zeitung
News Deutschland
Würzburger katholisches Sonntagsblatt
Der Sonntag – Wochenzeitung
Augsburger Allgemeine Die Rheinpfalz
Nürtinger Zeitung/Wendlinger Zeitung
ND Aktuell
Focus Online
Rheinische Post
Braunschweiger Zeitung
Schwäbische Zeitung
meinKA
Mittelstand Café
Südwest Presse Online
Sonntagsblatt – Evangelische Wochenzeitung für Bayern
Kirche und Leben
Evangelisches Gemeindeblatt für Württemberg
Der Nordschleswiger
Schwetzinger Zeitung
Katholische Nachrichtenagentur (KNA)

A total of 68 local, regional national and church outlets in Germany alone, that we know about, most of which have published or broadcasted news stories, features, etc, on several occasions throughout the assembly.

Examples of (monitored) foreign media outlets:

Kathpress - Katholische Presseagentur (Austria)
Religion ORF.at (Austria)

vatican news
L'Osservatore Romano (Vatican)

cath.ch (Switzerland)
Schweizerische Kirchenzeitung (Switzerland)
Schweizer Radio DRS (Switzerland)
24 heures (Switzerland)
Le Courrier (Switzerland)
Neue Zürcher Zeitung (Switzerland)

Dernière Nouvelles d'Alsace DNA
La Croix, France
News Day.FR (France)

Reformatorisch dagblad (NL)
Drimble (NL)
trouw (NL)

religion digital (Spain)
Vida Nueva (Spain)
Trend detail (Spain)
Cope.es (Spain)

Il Sismografo (Italy)
Riforma (Italy)
Servizio Informazione Religioso (Italy)
Avvenire (Italy)

Church Times (UK)

The European Times (Belgium)
Kerknet (Belgium)
The European Ties (Belgium)

Palo.gr (Greece)
Insider.gr (Greece)
Ephemerida ELEITHERIA Lapisas (Greece)
Ti Nea Lapisas (Greece)
AegeaNews (Greece)
Pentapostagma.gr (Greece)
News-24.gr (Greece)

Cyprus Times (Cyprus)

Kyrkans Tidning (Sweden)
Sändaren (Sweden)
TT (Sweden)
Östersunds-Posten (Sweden)
Vart Land (Norway)

Kotimaa, (Finland)
ePressi.com (Finland)
Kyrkpressen (Finland)
Radio Satilik (CSSR)
Pro KaBKasa (CSSR)
krestandnes.cz (CSSR)

Wprost & WIK (Poland)
Bomega (Poland)
Niezalezna.pl: (Poland)
Info – Wiara (Poland)
Do Rzeczy (Poland)

Interfax (Russia)
Krasnar Besna (Russia)
TKS.RU (Russia)
News factory (Russia)
PIA Novosti (Russia)
Erkramas (Russia)

fokus.ua (Ukraine)
News Me (Ukraine)

Stiripesurse.ro (Roumania)
Jurnal de Dambovita (Roumania)
Botosaneanul (Roumania)
Armenpress News Agency (Armenia)
News.arm (Armenia)
golos armenii (Armenia)
Armedia.am (Armenia)

Anadolu Agency (Turkey)
tribun Manado (Indonesia)
JawaPos.com (Indonesia)
Tribunnews.com (Indonesia)

NewKerala.com (India)
Indian Lekhak (India)
Pledge Times (India)

Christian Times (HongKong)

Herald Malaysia online (Malaysia)

MSN Korea
CTS Kidogio TV (Korea)
Christian Today (Korea)
MTV Lebanon (Lebanon)
Annahar (Lebanon)
Aliwaa (Lebanon)
Addiyar (Lebanon)
El Nashra (Lebanon)
Beirut News (Lebanon)

nabd. (Egypt)
6060news (Egypt)

Pressbee (Yemen)
Newsformy (Yemen)

Al Watan (Palestinian autonomous districts (PSE))
Arutz Sheva (Israel)
The Middle-East North Africa Financial Network

All Africa com: Madagascar
2424mg (Madagascar)
L'Express de Madagascar

NewsNgr (Nigeria)
Naijaonpoint (Nigeria)

Malawi Voice (Malawi)
The Nation Online (Malawi)
AP (USA)
The Limited Times (USA)
Archyde (USA)
newsexplorer.net (USA)
The Armenian Mirror-Spectator (USA)
The Algemeiner Journal (USA)
National Catholic Reporter (USA)
The Presbyterian Outlook (USA)
Yahoo! News (USA)
Breaking Latest News (USA)
Asbarez Daily Newspaper (USA)
The Christian Post (USA)
Black Christian News (USA):
Head Topics (USA)
Holy Land Christian Ecumenical Foundation (USA)
The Algemeiner Journal (USA)

Nation Talk (Canada)

Portal Cuba.cu (Cuba)
W Radio (Colombia)
El Nacional (Venezuela)

Instituto Humanitas Unisinos (Brazil)
Gaudium Press (catholic agency, Brazil)
AICA (Argentina)

Croakey (Australia)
Sight (Australia)

All in all more than 100 media outlets in more than 50 countries around the globe that we know about, most of which have published or broadcasted news stories, features, etc, on several occasions throughout the assembly.

/ Prepared by Rev Dr. Esther R. Suter and Claus Grue