Action Project Reference: 22-05
Organisation: FemLINK Pacific

Action Project Proposal:

“Media Monitoring – Updates and information around specific topics, for example, the current issue which everyone is facing COVID-19”

Who Are Femlink Pacific?

Femlink Pacific is a local, regional, and national catalyst for change through the use of accessible media and information. We seek a Pacific region where there is gender justice, ecological sustainability, peace, freedom, equality and human rights.

Femlink Pacific was formed and established in 2000 beginning with the Blue Ribbon Peace Vigil, providing a space for the families of the hostages held during the coup of 2000, to have a safe space to talk. A feminist media group emerged, linking the UNSCR1325 to the vision of Femlink and connecting it to women’s stories. As an accredited media organisation with the Media Industry Development Authority of Fiji, Femlink produces a range of media initiatives including community radio broadcasts, with our own community radio network – FemTALK 89 FM and publish a range of resource materials, supporting women’s networking, media monitoring and research.
**Mission:**

Mission – Our mission is to be a strong and effective feminist community media and policy network recognising and affirming our multi-ethnic and multi-faith founding principles.

Our feminist Principles – Femlink Pacific believes that all persons especially women should be treated equally regardless of actual or supposed personal characteristics including gender, age, ethnicity, religion, sexual orientation, primary language, disability, economic status, family status or opinion.

**Long Term Aims & Vision:**

Vision – Femlink will be a local, national and regional catalyst for change through the use of accessible media and information, communication and technology as we seek a Pacific Region where there is gender justice, ecological sustainability, peace, freedom, equality and human rights.

*Our Future Fiji:*

Build on the work of enabling women’s access to appropriate and accessible media technology which is enhancing media literacy and production as proponents for a more gender-responsive media. Also, to take forward a broad spectrum of opinions, as well as ensuring that politicians and government authorities respond to citizen needs and priorities.

**Current Challenges:**

- Financial Constraints
- Staff Capacity issues

**Key Research & Discussion Areas:**

**Plan and deliver ...**

- How are you going to get the information that you need? - what media sites can you use?
  - Look at both Fijian and international news sites.
- How often are you going to check each site? - creating a routine may help to ensure you do not miss any key information
- Can you find examples of media updates from other organisations?
  - What information do they include?
  - What makes them successful?
  - How could they be improved?
Tip: Have a tangible aim which is SMART (specific, measurable, achievable, realistic, and timely)
  ● How will the updates be presented?
    ○ Who is the audience?
  ● What does the organisation plan to use these updates? (think about the bigger picture)
  ● How will you ensure that the report is sustainable/useful in the long-term?

Create content ...

  ● What does the organisation need to know about current issues? - How may these issues affect their operations?
  ● What time period should this be covering? - is it just for contemporary issues or should it also refer back to the past?

Barriers to success ...

  ● What barriers may you face during your project? How could these be overcome?
    ○ Can you find any examples of how other organisations have overcome similar issues?
  ● How could you overcome the following types of barriers to the success of your proposal?:
    ● Practical (e.g. amount of time to go through many news sites, finding local news sites)
    ● Information and Knowledge (e.g. what do you need to know in order to complete the project?)

Evaluate ...

  ● Come back to your original aim - has your work achieved the original purpose?
  ● What method of evaluation will you use/recommend to evaluate the success of the updates?
    ○ When should this evaluation take place?
  ● How can these results be used to continue to improve your updates?

Useful Links:

  ● Organisation page: https://thinkpacific.com/action-project-femlink/
Further Questions

Are there any questions you would like to ask FemLINK Pacific to assist in completing this project?

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