femLINKpacific
MEDIA INITIATIVES FOR WOMEN

FINAL NARRATIVE REPORT: 'Communicating a culture of Peace by strengthening women and community media and advocacy'

Reference: 803

The objectives of the project or the part of the project, supported by WACC are:
1. To strengthen the collaboration and consultative process between femLINKPACIFIC and mainstream media organisations, in particular the Fiji Media Council and the Pacific Islands News Association especially to implement the policy recommendations from the regional women's media network on UNSCR1325
2. To forge ties between Peacewomen and women in the news media in order to broaden the understanding and ensure their realities and gender equality commitments to women, peace and security, as well as Women and the Media are reflected in the development of Peace Journalism and other related communication initiatives in Fiji

Period of reporting: June 2009 – September 2010

Introduction:

The period of implementation of this project was at a very difficult time in Fiji particularly following the (purported) abrogation of Fiji's Constitution on April 10, 2009 and the subsequent imposition of the Public Emergency Regulation (PER) which included intensive media censorship. This immediately affected relationships with and within mainstream media, as well as the activities of anticipated project partners including the Fiji Media Council and the Pacific Islands News Association. Additionally, femLINKPACIFIC's community media operations and activities have also been subject to media regulations and compliance with PER, requiring us to apply for "permits" or official permission to stage consultations and public activities. This application process which is scrutinized by the police often requires us to negotiate to ensure there is no police presence, in order to enable a "safe space" for participants. In 2010, the promulgation of the Media Decree as well as the Crimes Decree has also required the research aspect of the project to proceed more cautiously. It is therefore with immense gratitude that I thank WACC and in particular Philip Lee for the care and support extended to us during this period, and particularly as we have had to extend the duration of the project to ensure we could complete the launch of the publication of the research.

Activity Report

The key activities under this project included:

1. **Digital Story Training Activity**

Since 2004 following the launch of femLINKPACIFIC's mobile women's community radio station, femTALK 89.2FM, the organisation developed a series a training programmes for young women in Suva, building on the role of in-school students who assisted the organisation stage our monthly "weekend" community radio broadcasts. The Generation Next project emerged from these training initiatives with the vision to develop a core group of young women, from diverse background and experiences, to be the Producers and Broadcasters of the "suitcase radio station" in Suva.

In February 2010 femLINKPACIFIC staged an interactive digital story telling workshop which brought together young women from femLINKPACIFIC'S rural and regional women's media network to enable them to recognise the opportunity for using media technology to communicate their critical issues of concern (please refer to Annex 3 for full activity report submitted).

Following the initial training, a follow up training programme was undertaken in August 2010 with members of femLINKPACIFIC's Generation Next Suva team and Fijian-Australian hip-hop artist/ youth arts worker Thelma Thomas aka MC Trey.
From August 30 to September 2, 2010, MC Trey worked a core with a group of femLINKPACIFIC's Suva-based Young Women Producers and Broadcasters to create a hip-hop anthem and digital story coinciding with the 10year anniversary around the UN Security Council resolution 1325. The soundtrack and the collaboration will also include the production of a soundtrack for femLINKPACIFIC's upcoming DVD and Radio campaign to commemorate the 10th anniversary of UN Security Council resolution 1325 (Women, Peace and Security).

The production collaboration contributed to boosting our young women's production and communication skills and supported the technical production collaboration between MC Trey and our own Generation Next Technical Producer, Sulueti Waqa.

2. **Strengthening networks with mainstream media organizations**

- As scheduled in July 2009 femLINKPACIFIC's Executive Director and Regional 1325 network correspondent attended the Pacific Islands News Association as an opportunity to strengthen networks with key members of the regional media network Pacific Islands News Association (PINA) Media Summit in Vanuatu. While this was an opportunity to meet with and discuss the research process with a core group of media practitioners from across the Pacific region as well as generate a public profile of WACC at the meeting, the event was affected by issues relating to PINA's lack of solidarity on issues relating to media freedom in Fiji

- Since October 2009, in addition to serving as the regional focal media focal point, femLINKPACIFIC has also assumed the role of the Pacific Secretariat of the Global Partnership of the Prevention of Armed Conflict (GPPAC) which has a strong media advocacy component. The research component of this project was launched in partnership with the commemoration of the International Day of Peace – GPPAC event. The GPPAC Pacific statement in April and August 2010 has strongly called fro support for media freedom in Fiji and the Pacific.

- Media Networking events have been convened :
  1. April 2010 GPPAC/1325 event
  2. August 2010 GPPAC/1325 event
  3. September 2010 Launch event

- FemLINKPACIFIC's Executive Director continues to serve as a resource person/correspondent for women's issues with the Pacific Beat programme of Radio Australia.

- FemLINKPACIFIC has contributed a media strategy to Dialogue Fiji Media Strategy

3. **Implementation of the research project titled Communicating a Culture of Peace through the Strengthened Women and Community Media and Advocacy (**Please refer to Annex 1)

femLINKPACIFIC's research was officially launched on the International Day of Peace (21 September 2009) and keynote speaker, Gary Wiseman, Manager for the UNDP Pacific Centre highlighted the value of Media and CSO collaboration and addressed the subject of Peace Journalism and its importance in resolving conflicts through non-violent ways to achieve sustainable and just peace. He added Peace Journalism was about the way stories were structured to bring about conflict analysis and non-violent responses by raising questions on how decisions by policy makers affect the people at the community level.

Interviews were carried out with media professionals and civil society organizations between November 2009 and January 2010. It should be noted that media interviews were limited to newsroom personnel and that in the context of civil society interviews there was a greater need to ensure that reference to the "media" was often used to refer to "news-media" rather than the different aspects of media, especially in relation

to the broadcast media which is not only limited to the production and broadcast of news-media but also programme content.

To help inform our research process, we also drew on the experience and advice of two key research advisers. Reverend James Bhagwan and Seona Smiles, who assisted us in grounding our research to provide a substantive understanding of Fiji's media environment and the potential role of Peace Journalism as well as provide a feminist context for our research.

A consultative Dialogue Session: "Communicating a Culture of Peace - Potential for Peace Journalism in Fiji' was hosted in Suva on May 22nd.

The session saw femLINKPACIFIC present our draft research findings, as well as gain further insight into the broader aspects of our research theme with input from Seona Smiles, Rev. James Bhagwan and Daryl Tarte.

Eleven participants and resource persons were also asked to consider the recommendations and develop practical strategies on the way forward relating to:

(a)   *What sort of Peacebuilding/dialogue and/or media-related activity are you involved in?*
(b)   *How have you been affected by the imposition of media censorship through the Public Emergency Decree since April 2008?*
(c)   *Training has been discussed to improve the understanding of Peace Journalism - What should this training look like? Who should be involved?*
(d)   *There is a need to bridge understanding between media and civil society organizations in the context of media freedom and freedom of expression - Do you think this is important? What should this process look like?*

The dialogue enabled the participants to share in an understanding that while the mainstream media in Fiji has been blamed for creating political problems in the country, the perception needed to be corrected, as media reporting since 1987 have reflected the political situation in our country and have not been the cause of political coups or in Fiji's recent case the reason behind the differences between Qarase and Bainimarama. However, there is a need for consideration to be given to how the language of reporting can exacerbate an already tense situation.

The participants acknowledged that the PER and newsroom censorship has hugely affected the work of newsroom staff including recent graduates, and now whose experience is based on working under the PER.

Additionally concerns were raised that as a result of the censorship of the news media, in particular newspapers, while there are many positive stories being published, civil society voices, including through the Letters to the Editor and regular special columns were being curtailed. "There is no such thing as balance now," one participant commented, and this was resulting in the loss of confidence of the news media as a source of information and therefore people with access to the internet were relying on "blogs" as sources of information.

Participants shared their current initiatives which range from a more strategic use of the media in addition to staging educational workshops to also communicate with constituents, to actually having a policy to stay out of the media and making public statements but instead linking with civil society partners involved in Peacebuilding dialogue. A few organisations undertake Media Monitoring and communication of issues is not only limited to the use of the media, but also in dialogue with government officials to assist in connecting community issues and priorities. For example, ECREA has development a telecentre project to enable rural communities to access ICTs such as fax, internet and telephone services.

One media organisation shared that they conduct community outreach and information sharing through school visits, while the University of the South Pacific is integrating issues on Peace as well as the Media in university curricula, workshops, research, journals, and conferences.

Discussion also centered on the need to work with media organisations to broaden and deepen their knowledge and understanding of Peacebuilding while at the same time CSO participants acknowledged there was a need to broaden the appreciation of the evolution of Fiji's media environment and to be able to either find a nexus or alternatives to communicating through the media, given the concerns raised regarding sensational reporting, as one participant commented "it is their the job to sell newspapers."

Media Organizations

Interviews were limited to local journalists, who highlighted that although the term, Peace Journalism, implied the media had a responsibility to publish or broadcast stories that would not aggravate situations of conflict between parties, or give rise to conflict, as in the case of reporting rape and suicides, the specific details of Peace Journalism as a discourse was not well understood. A shared understanding of journalism as an instrument for Peacebuilding is that it was important to be able to tell both sides of the story. Media professionals acknowledged that training in the techniques of Peace Journalism would be of an advantage to the industry and to both relevant government and non-government organizations.

Respondents highlighted with regard to the involvement of media in peace-building processes, there is a code of ethics currently in existence followed by journalists when writing stories which is introduced to new staff through an induction programme. Journalists also viewed themselves as generalists, covering stories on different subjects from day to day and use internal manuals to define the boundaries of terminology and appropriate approaches that could be used. There was for example a concern that some media organizations were still reporting on suicides and the methods employed to commit suicide. In the case of rape, there was also a concern that racial background of both the perpetrator and victim was still being highlighted. Issues like these in the Peace Journalism discourse can be approached using a conflict map as an analytical instrument where stores are reframed with a gender lens.

For example, a question to be considered before reporting the story would be: *"What are the power relations between men and women, in the leadership of the conflict parties, in the negotiation panels, community structures, and family structures? How do these roles and power relations further explain the issue?"[1]*

From this vantage point, media, civil-society, and government stakeholders' organizations would benefit from discussions, including training on gender-sensitive peace and conflict reportage of which senior and junior journalists including gender advocates could both facilitate and participate at different levels.

Regarding the censoring of the media through the Public Emergency Regulation (PER), it is believed that the restricted access of information has stopped analysis and opinions in all sections of the community. The concept of focusing only on positive stories means it is difficult to express alternate viewpoints and most of the reporting concern day to day events outside of politics.

Those in the media realize that knowledge gained from consultations with a wider section of the community improves the quality of stories produced. News journalists are frequently involved in consultations on the environment, for example, climate change or socio-political development, such as civic voter education. These types of consultations can similarly be used for advocacy of gender through peace-building and conflict resolution focused reporting.

Civil Society

Civil-society organizations (CSOs) in the country involved in peace-building processes continue to support freedom of the press as part of the necessary processes of peace-building for the country. Peace Journalism in these organizations is understood as writing about the possibilities of creating peace in situations of conflict in the local context and in warring countries. It is also understood as a form of reporting and communicating of information by journalists that does not create violence in the community nor conflict – where words are carefully selected and the monitoring of the techniques of reporting.

To enable Peacebuilding processes to take place within the country, CSOs seek to work on a common framework of addressing areas of development within society. Agatha Ferei of Fiji Media Watch believes that citizens also play a role in "communicating a culture of peace".

Fiji Media Watch puts a priority on staging media education and media monitoring projects, in order to educate the public on the impact of the media. Ferei states:

"…I feel that by understanding the functions or the purposes of media, people will start to see their role, and they will start to see how journalists record and the difference between direct quotes and the voice of the reporter."

According to Fiji Media Watch, to bridge an understanding between Peace Journalism as a discourse and the current focus on positive stories in the local media, there was a need for increased awareness through education. Respondents of the CSOs hold a common

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[1] Reyes, Lina Sagaral and Nicole, Raijeli (eds). 2007

view that there is a need for journalists to understand the concepts and the processes of Peace Journalism.

There were varied responses on the effect of media regulation on women in the rural areas. There are those who believe that women are still receiving newspapers, watch television, and listen to the radio and have equal access to information as do women in the urban area. Yet whilst access is readily available, there is an agreement that the limitation is in the content of the daily news and the question of whether social and economic issues are also viewed through the daily experiences of women.

In terms of the availability of alternative perspectives and viewpoints of what constitutes 'news' in the country, as one respondent shared:

 "Regulation of the media has really affected (people)…You can no longer believe what you see in the paper which is sad and when you can no longer believe everything that you see in there, it leads to doubt, it leads to all kinds of rumours and misconception of things and it doesn't help with democracy with people's right to represent their points of view of course within as we all know within the democratic perimeters".

Through the development of the internet, some academics and other writers have turned to blog sites to share views and engage in discussion. It appears that although the different sectors, including government, non-government organizations, and civil society organizations have a common objective to promote a culture of peace in the country, each sector utilizes separate methods in the dissemination of information.

The news media is seen by the CSOs as playing an important role in providing information on issues such as health, education, agriculture. In this area, television and newspapers have regular segments that focus on the people and the economy of the rural areas of Fiji.

Community Radio is viewed as a necessary avenue for women at the grassroots to tell their own stories in their own words.

Most respondents viewed the media as playing a powerful role in shaping the opinions of the citizens and would benefit from engaging in discussion with the CSOs on how Peace Journalism could be utilized as a mechanism for conflict resolution and Peacebuilding in the society.

FemLINKPACIFIC's research report was launched by the Counsellor of AUSAID on September 10, 2010, at an event which also commemorated the organisation's 10th anniversary campaign of communicating UNSCR1325.
The publication (report and poster) has been distributed to media organisations, the University of the South Pacific, Ministry of Information, Dialogue Fiji as well as the Citizens Constitutional Forum.

The report highlights and recommends:

1. There is a need for Peace Journalism training as a technique to be utilized by the media, civil society organizations, and the relevant government ministries to:
   a) Improve understanding and practice of Peace Journalism and communication practices

b) Incorporate as a key component of local and national level Peacebuilding strategies including for the prevention of further tensions and the resurgence of violent conflict

c) To building bridges between and within media and civil society

d) Strengthen collaboration between Civil Society Organisations (CSO) and media organizations support freedom of the media / freedom of expression as a necessary process of peace-building in the country

2. There is a need to broaden the understanding of gender inclusive perspectives in media content including community media and civil society information and communication strategies, this could be assisted through the incorporation of the strategies and practice of the Global Media Monitoring Project coordinated by the World Association of Christian Communications

3. Support dialogue processes to enable better understanding of different styles of communication and to improve understanding the use of tools of conflict analysis and transformation

4. Support the greater interaction between media practitioners and civil society to deepen understanding between these different groups and their perspectives

5. Incorporate the use of "gender equality lens" in Media Codes of Ethics

6. Strengthen the recognition of the role of Community Media to bridge the gap between the mainstream media content in particular to engender and broaden the incorporation of rural women's perspectives

7. Partnerships between the media and CSOs, such as femLINKPACIFIC to conduct awareness raising programmes with the media on Gender, Peacebuilding and the Media. It was noted that training must be contextualized to suit Fiji's realities and experiences. Such awareness raising programmes could enable and encourage taking a more inclusive approach to the range of issues currently being addressed, particularly to ensure a diverse range of viewpoints and experiences.

8. This type of collaboration is useful to build capacity of CSO groups to engage more effectively and positively with the media, and to enhance their media-communication skills.

9. Peace Journalism efforts should ensure engagement with the editorial process, as well as training and development programmes with journalists and media practitioners.

10. The role of faith based organisations, including the churches, was highlighted as another critical communication space both within faith based communities as well as through interfaith gatherings and communication strategies.

11. Develop a directory of Peacebuilding terms, to assist both Media and Civil Society groups to avoid the use of words and expressions which represent or can create more conflict in vulnerable environment.

12. Enhancing Media literacy building on efforts of Fiji Media Watch and other CSO groups could also deepen the appreciation of Fiji's diverse media environment.

13. There is an opportunity to conduct a needs analysis to inform the further development of journalism training curriculum.

14. There is a need for development partners to understand the important need to resource civil society media and communication strategies including qualified staff. CSO media and communication strategies therefore need to take into account the range of media forms available, including international media and community media forms.

Achieving the Objectives:

Based on the initial objectives of the femLINKPACIFIC PROJECT and taking into account the political realities in Fiji impacting on regional political as well as media organisation relations it was not easy to achieve all the objectives of the project, however, femLINKPACIFIC has:

1. Continued to demonstrate during this period a commitment to media freedom including for community media, which we communicated during the Media Decree Consultation in Suva, Fiji, as well as solidarity with media personnel
2. Undertaken dialogue through various civil society networks and government officials on:
   a. The need for freedom of expression/media
   b. The role of Peace Journalism in the Fiji context. The research document provides an important engendered and community media based resource for groups currently considering undertaking Peace Journalism

3. Issued in collaboration with the GPPAC Pacific network solidarity statements for media freedom in Fiji

4. Continued to forge ties between Peace women and women in the news media sharing information from our won work on UNSCR1325, as well as other campaigns and networks, including WACC and AMARC

5. Continued to demonstrate the role of community/citizens media, including community broadcasting, within the context of Peace Journalism initiatives in Fiji and the broader Pacific. We are currently completing a small research project with the Commonwealth of Learning on Community Broadcasting in the Pacific which is addressing the regulatory realities in the Pacific.

Sharon Bhagwan Rolls,
Executive Director – femLINKPACIFIC

Annex:
   (1) Final published report (attached)
   (2) Project poster
   (3) Digital Storytelling Report (February 2010)
   (4) Progress report (December 2009)

Annex 2: Campaign Poster

COMMUNICATING A CULTURE OF PEACE
Through Community Media

"Increase the participation and access of women to expression and decision-making in and through the media and new technologies of communication by encouraging and recognizing women's media networks including the use of appropriate and accessible technology, as a means for the dissemination of information and the exchange of views from the community to international level"
(Section J of the Beijing Platform for Action)

"Peace Journalism aims to shed light on structural and cultural causes of violence as they bear upon the lives of people in a conflict arena, as part of the explanation of violence. It aims to frame conflicts as consisting of many parties, pursuing many goals, rather than a simple dichotomy. An explicit aim of peace journalism is to promote peace initiatives from whatever quarter and to allow (the reader) to distinguish between stated positions and real goals"
(Garry Wiseman speaking at femLINKPACIFIC's International Day of Peace event, 2009)

"In Fiji women make up 49% of our population yet they make up only 20% of people featured in the news. Our findings indicated that in television there are only 11% of women who feature as news subjects, while radio reflects 17%. However our newspapers show the highest representation of women being 31%."
(Fiji Global Media Monitoring Report 2004)

"Enhance women's representation in all decision making levels in national, regional and international institutions regarding peace and security"
(UN Security Council Resolution 1325 on Women, Peace and Security)

femLINKpacific

WACC

FemLINKPACIFIC 2010 Annual Generation Next Capacity Building:
Digital Storytelling Workshop, February 1 – 6, 2010-02-19
Funding support: *WACC 'Communicating a culture of Peace by strengthening women and community media and advocacy and International Women's Development Agency through the Generation Next project*

FemLINKPACIFIC's work with young women began with the launch of the organization's suitcase radio station in 2004, when a team of 5th form students from St Joseph's Secondary School assisted in staging monthly community radio broadcasts. The Generation Next project emerged from training programmes for young women in 2005 and by 2006 with funding from the International Women's Development Project, a core team of community radio producers and broadcasters were established to assist femLINKPACIFIC produce and broadcast 20 hours of women's weekend radio. To date, femLINKPACIFIC has trained more than 50 young women, and this year, programmes will focus on in-depth features as well as the weekly "vox pops" and Women's Market Report for the weekend broadcasts in the capital city.

FemLINKPACIFIC hosted its annual capacity building programme for members of our Generation Next team and this year the training involved a member of femLINKPACIFIC'S regional women's media network on UNSCR 1325 (Kalolaine Fifita from Tonga), and 8 rural young women who have now joined our organization's Young Women's Project and for many of the participants, the empowerment process began when they simply shared their stories, first in a conversation circle and then through their scripts and the

development of their own digital story:

"I have realized that I can play a much greater role in raising the issues of women and young women in my community through the use of the media technology and it started with me writing my script, my story! " said one participant.

The key objectives of the training were to enable participants to:
- Be able to identify various feminist principles and feminist practices in their role as Community Media Producers/Broadcasters

- Be able to understand and describe the importance of a digital narrative/digital story

- To contribute to the production of a digital story

- Become familiar with the use various digital tools such audio, video and pictures in the development of a digital narrative.

The training programme was designed to:
a) Provide a foundation for the basis of femLINKPACIFIC's women media which are women's human rights and gender equality commitments, and to recognise the linkages with our organisational as well as women's movement history, through the viewing and discussion of community videos and story-telling

b) To link the training with the audio and community radio activities of the organisation. Unfortunately, due to a technical problem experienced with a 5 and half year old transmitter, the training was unable to focus as much on community radio activities

c) Introduce the participants to the concept of community media and productions as well as the process of digital story telling and to assist them understand femLINKPACIFIC's production process

d) Contribute to teambuilding between all the Generation Next team members and strengthen solidarity through the work we do together

e) Develop and produce scripts and digital stories, including a special feature about Generation Next

The training was also an inter-generational process as the trainers/facilitators were femLINKPACIFIC's Coordinator/Executive Director (Sharon Bhagwan Rolls) and Veena Singh Bryar (femLINKPACIFIC's Regional Liaison Officer) who both shared the training and facilitation techniques, building on their collaboration since the AWID Feminist Technology Exchange (2008). The rural participants were also accompanied by mentors from

femLINKPACIFIC's rural women's media network who also learnt from and shared in the process with their younger counterparts.

Every day brought a new experience, a new realization and a new step of self discovery not only for the 8 rural young women, but the Suva based Generation Next members also who all got the opportunity to communicate their priorities through their own media productions while contributing to build their confidence and self esteem using appropriate media technology.

Through the weeklong workshop, young women participants got the opportunity to learn about Digital Story telling, which is the effective use of images, audio and sound to enlighten their priority issues as young women and also learn the Radio Basics, including scriptwriting, on air presentation and production as our feminist based media organisation works to enhance the opportunity for young women to be heard through the media.

For 26 year old Sherine Lata from Korovuto in Nadi, it was an opportunity to use computers and other new information and communication technologies which she does not have access to in her community, to tell her human security story:

"This was the first time for me to ever touch a laptop or computer and I got this chance through participating in this workshop. This workshop also provided me with that safe space to communicate the issues which affect me deeply and which can help other young women who are going through the same issues".

The training reaffirmed the need to provide access of communication and information tools to the women and young women in the rural areas to ensure they have an equal opportunity to communicate their issues and to ensure that rural women are better represented in development and dialogue processes.

This training was an excellent opportunity to explain the role of Generation Next as core members of femLINKPACIFIC's women's media network by providing them practical media skills training and also helping them understand the policy connections and enhanced the opportunity for the 20 participants, including our regional correspondent from Tonga, to use a range of creative techniques and media technology to communicate, especially about the most important issues affecting women and young women in their communities. At the same time, the participants recognised that digital story telling, like radio, is a safe space for women and young women to address some of the more sensitive issues using appropriate and accessible media technology.

For 19 year old Charlene Ashley, a new member of Generation Next in Suva, the digital story telling workshop has led her to discover the producer in her: "I have discovered many new and invaluable things in this weeklong training with young women from my age

group and have also learnt how I can use these ICT's for women's empowerment and improve their representation in media", she said. The training also contributed to building greater understanding and partnership between the Suva and rural participants who will be contributing to in-depth features for the weekly "suitcase radio" broadcasts.

This links closely to a goal of femLINKPACIFIC's Strategic Plan which is to contribute to strengthening a women's media/information-communication network to support women's peace and human security advocacy in Fiji. By focusing on building a capacity of a core group of young women producers both in the capital city and in 2 target rural communities, femLINKPACIFIC is also using community media to linking the issues and experiences of young women, the future of our movement. The establishment of the rural "Generation Next" team is paving the way for strengthening their rural women's media network through the involvement of young women, with a vision to improve the access of target communities to Fiji and the Pacific's only feminist-based community radio station.

For 26 year old Makareta of Nakavu Village in Nadi, the week was also an emotional, personal journey of self discovery and realization: "This workshop re-affirmed to me that anything is possible, especially for me, as I did not have access to information and communication tools but here I am, learning to make a digital story with the latest in technology and the best part being I get to tell my own human security story and share it with other young women of my age", she said.

19 year old Lucille Chute will now be working by her mother's side in Labasa. Her mother is femLINKPACIFIC's longest serving rural correspondent, Adi Vasu Chute: "I have gained confidence to speak out in public and also gained the knowledge of how to use media to communicate similar stories of women and young women in my community", Chute added.

FemLINKPACIFIC's newly appointed Suva based community media correspondent and generation next member Sulueti Waqa, said that despite using ICT's in her everyday life, she has learnt new things in this week's training, which has increased her knowledge and skills in technical production: "I have learnt new ways to use the existing communication and information technologies and this will help me in being a better producer and to produce quality technical content"

The workshop will ended on 6th February with the rural and Suva based generation next team recording a Generation Next Anthem "Invest in Me" which has now been produced as a digital story to be featured in several presentations by femLINKPACIFIC's Executive Director, when she travels to the 54th session of the UN Commission of the Status of Women in New York

Outputs/Outcomes

As a result of the Digital production workshop:

i.   18 x 2min scripts and digital narratives were produced titled "My Life"

ii. (ii A Generation Next Anthem was scripted and produced at the recording studios of Communications Fiji Limited

iii. Members of Generation Next are familiar with the basics of radio and the importance of ICTs in our advocacy work

iv. The 18 young women are now familiar with the production process of community radio and digital story programmes and can share their knowledge with women in their own communities

Evaluation responses collated highlighted the following

i.   Many of the participants enjoyed the basics of media skills production including script writing

ii. Most of the participants understood the value of the theory sessions which several noted was presented in a way all the young women could understand, although not all of them enjoyed the theory aspect

iii. Most of the participants highlighted that the training process including the daily reflection sessions, working as production teams contributed to building their confidence

iv. A number would have preferred greater control or management of the production deadlines and greater availability of technical tools

v.   Several participants said that they better understood the work and history of femLINKPACIFIC and their own roles and responsibilities as a member of the Generation Next team and they would be able to share their knowledge within their local communities

vi. There was a suggestion to increase the number of participants from the rural communities and to continue to provide more production based training programmes

Activity Summary

The workshop was held at FemLINKPACIFIC'S Community Media Centre from the 1st – 5th February, while the 6th February was allocated for a production day at the Communications Fiji Limited.

The welcome and introduction was done by Ms Shirley Tagi a former broadcaster, and a member of FemLINKPACIFIC's Board of Trustees.

The workshop included young women from Labasa, Suva and Nadi. Most of these young women including the Producers and Broadcaster- Generation Next in Suva learnt how to produce their very own digital narrative for the first time.

The first day (1st Feb) was dedicated mostly to theory and information sharing. This was an opportunity for the young women to start formulating their own stories and start making links to the work of FemLINKPACIFIC.

From the 2nd to the 5th of February was dedicated to production work, and this involved writing of stories, sharing, editing of scripts and reviewing each other's work, collecting digital and still pictures for their digital stories.

The sessions all throughout the week focussed on how the young women can use community radio to share stories and experiences and at the same time use it as a platform to speak of concerns and their recommendations. It was also an opportunity share the basics of Digital Narrative/storytelling grounded in our feminist practices of technology.

A session was allocated for making linkages to the Beijing +15 process and the timeline of FemLINKPACIFIC and the women's movement. This was a good refresher course for most of the young women who had heard about conventions and action plans but did not really know where it fitted in the work that we do today.

Challenges

Technical Operations

Technical limitations included the problem with femLINKPACIFIC'S suitcase radio transmitter, which meant there was a need to adapt the training, and an unexpected IT problem with several of femLINKPACIFIC'S computers meant the productions were delayed as there was access to only one lap top for 18 digital stories. However, this challenge was overcome by everyone working together to ensure audio tracks were recorded and Generation Next Suva members being assigned to assist in the completion of the rural productions.

Challenges with Production Processes:
While our media productions (radio and digital story) require the production of scripts, as well as storyboards, this was not an easy process for all the participants. Following an initial scriptwriting process, we found that a number of the rural participants were more comfortable simply sharing their story in a "groups storytelling session" and they required more assistance in preparing scripts and storyboards, which also requires greater investment in personal pre-production

Lessons Learnt:
1. Group "circle" discussions including reflections following the viewing of lunch time videos enabled the participants to share information and experiences which assisted in team building. This was beneficial not only to build relationships between the urban and rural participants but also within the urban based Generation Next members.

2. Many of the young women enjoyed and were challenged by the media skills/technical production training and future training will require a good balance of both the media production process as well as story development process which is linked to the theory/learning about issues etc

3. Peer to peer training and mentoring is extremely valuable for skills sharing and personal development

Recommendations:
The objectives of the workshop were met and the week was extremely productive and positive at many different levels.
Future training activities need to ensure a technical contingency plan to ensure programmes can be produced
Build femLINKPACIFIC's Trainers Pool by continuing to involve members of Generation Next as co-trainers and facilitators.

Programme: Annual "Generation Next Training for Young Women Producers and Broadcasters" which this year focuses on Digital Storytelling as well as Radio Basics, including scriptwriting, on air presentation and production.

Day / Date	Time	Activity	Outcomes
Monday 01 February 2010	830 – 9am	Registration	All participants report to the Community Media Centre and register with Yvette. Participants will be provided with a folded sheet of A4 paper when you arrive. This is your "name tag" for the week. Write your name in the most decorative manner you would like to. Also add your favorite flower and colour. You will use this also to introduce yourself during the intro session Housekeeping and administration arrangements are completed
	9 – 10am	Opening Session 1	Personal Introductions: Share you introduction, also share your hopes, fears and expectations for the week!
		Opening Session 2	Welcome and Opening remarks by representative of femLINKPACIFIC's Board of Trustees Ms Shirley Tagi NB: To be recorded on camera and audio
		Opening Session 3	Overview of week's programme by femLINKPACIFIC Executive Director; Introduction of co-facilitator, Veena Singh Bryar
	10 - 1015	Morning break	
	1015 - 1020	Session 4	Setting the Ground Rules by Veena. How will we manage our work together this week
	1020 – 11am	Session 5: Investing in Young Women through Community Media	Part 1: Introductory DVD and PowerPoint presentation by Emele Morgan (femLINKPACIFIC Policy Research Officer) and Kalpana Prasad (Community Media Officer)
			Part 2: "Investing in Young Women" – Overview of femLINKPACIFIC's Generation Next project by Sharon Bhagwan Rolls
ICE BREAKER			
	11 – 12	Session 6 / Media Skills Training Session: Introduction to Digital Story Telling	Part 1: Theory Part 2: Presentation of Veena's digital story Part 3: Writing and Scriptwriting basics and practical session
	12 – 1pm	Lunch Break Lunch is served at the CMC	

		ICE BREAKER	
	1 – 130pm	Session 7: femLINKPACIFIC's HER' Story	(Part 1) Viewing of femLINKPACIFIC Community Video Production - Day in the Life series: Everyday Women This activity is critical for all the participants to understand the stories femLINKPACIFIC has been telling using a range of community media tools and processes
	130 – 2PM	Feedback session	Participants have an opportunity to provide their feedback and also ask any clarifying questions etc about the process
	2 – 3pm	FemLINKPACIFIC HER' Story	(Part 2) Timeline with Sharon with input from Adi Vasu Chute and Vasiti Pettitt
	3 - 305	Housekeeping for tomorrow	2 participants volunteer to present the recap of Day 1 at the opening of tomorrow's session
	305 - 315	Afternoon Tea Break	
	315 - 430	Session 8 / Media Skills Training	Group Work (flowers/colours) – complete and share script and Production teams are led by current members of Generation Next (Suva)
	430	End of Day 1	
NOTE: 430 – 5pm, Members of Generation Next Suva to have a pre broadcast meeting for this coming weekend to ensure all productions etc are ready			
Day 2, Tuesday Feb 2nd	8.30 – 9am	Recap and Housekeeping	2 representatives from the training team share their reflections and feedback from Day 1; Housekeeping with Yvette
	9 – 10am	Media Skills Session	Sharon takes the participants through the following session: 1. Using your voice 2. The practical basics of using the analog tape recorder 3. Basic Introductions to using audacity (audio transfer) or recording into the "lap top"
	10 - 1015	Morning Tea Break	
	1015 – 12noon	Media Skills Session 1	Sharing and Recording our Scripts (Audio stories will be recorded)
	12 – 1 Lunch Break		
	1 – 130	FemLINKPACIFIC HER' Story	Viewing of Day in the Life Series: Sumintra's story
	130 – 2pm	Feedback session	Participants have an opportunity to provide their feedback and also ask any clarifying questions etc about the process
		ICE BREAKER	
	2 – 230PM	Media Skills Training – Visualizing and Planning your Digital Storyboard	Group Work Veena and Sharon will assist the participants in organizing their digital storyboards

	230 – 3, 315 – 415pm	Media Skills Training – Pre Production Planning	Group Work – Finalizing all your input for your production
	415 – 430pm	Plenary Session	Housekeeping and Finalise 2 reps for morning recap

Note: from 430 – 5pm Generation Next (Suva) to meet follow up on weekend broadcast requirements (assist Yvette and Kalpana)
Workshop participants can complete pre production at the CMC until 5pm as Digital Story production commences tomorrow morning

Day 3, Wednesday Feb 2nd	8.30 – 9am	Recap and Housekeeping	2 representatives from the training team share their reflections and feedback from Day 2; Housekeeping with Yvette
	9 – 10am	Media Skills Session	Pre Production schedules are finalized
	10 - 1015	Morning Tea Break	
	1015 – 12noon	Media Skills Session	Digital Story Telling Production
	12 – 1 Lunch Break		
	1 – 130	Re-group	Feedback – production updates
	130 – 3pm	Media Skills Session	Production continues
	3 – 315 Afternoon Tea Break		
	315 - 415	Media Skills Session	Complete Productions
	415 – 430pm	Plenary Session	Housekeeping and Finalise 2 reps for morning recap

Note: from 430 – 5pm Generation Next (Suva) to meet follow up on weekend broadcast requirements (assist Yvette and Kalpana)
Workshop participants can complete production at the CMC until 5pm to complete Digital Stories

Day 4 Thursday Feb 4th	8.30 – 9am	Recap and Housekeeping	2 representatives from the training team share their reflections and feedback from Day 3; Housekeeping with Yvette
	9 – 10am	Media Skills Session	Viewing of Digital Stories Feedback with Judith Ragg, Publisher Mai Life Magazine (immediate Past Chairperson of femLINKPACIFIC Board of Trustees)
	10 - 1015	Morning Tea Break	
	1015 – 12noon	Media Skills Session	Radio Basics with Sharon
	12 – 1 Lunch Break		
	1 – 2pm	Media Skills Session	Script rehearsal / Housekeeping / Confirm 2 reps for feedback session
	2pm	Depart for Communications Fiji Limited	Production
	2 – 3pm	Media Skills Session	Script Production at CFL
	415 –	Plenary Session	Housekeeping and Finalise 2 reps for

	430pm		morning recap

Note: from 430 – 5pm Generation Next (Suva) to meet follow up on weekend broadcast requirements (assist Yvette and Kalpana) Other workshop participants (free)			

Day 5, Friday 5 February	8.30 – 9am	Recap and Housekeeping	2 representatives from the training team share their reflections and feedback from Day 4; Housekeeping with Yvette including finalizing weekend broadcast roster for new volunteers
	9 – 10am	Media Skills Session	Recap on Radio
	10 - 1015	Morning Tea Break	
	1015 – 12noon	Media Skills Session	Complete Digital Story Production with Veena
	12 – 1 Lunch Break / Suitcase radio commences broadcast/Observe broadcast until 2pm		
	2 – 3pm	Media Skills Session	Production planning for Suva and rural content
	315 – 430pm	Plenary Session	Complete Evaluation Presentation of Participants certificates Final Plenary session / sharing etc

Note all new Generation Next volunteers are required to report for their Saturday broadcast session 30 minutes before the shift commences			

Annex 4: Progress Report (Submitted December 2009)

WACC Project Progress report: femLINKPACIFIC project titled Communicating a Culture of Peace through the Strengthened Women and Community Media and Advocacy

Project summary:

In Fiji media coverage of the civilian coup of 2000 and the military coup of 2006 demonstrated the availability of new ICTs compared to our experience during the first military coup in 1987.
Media organizations had the opportunity to provide coverage like never before. Whilst each 'coup' resulted in the overthrow of democratically elected governments, media organizations actually had the freedom to cover the events as they evolved using a range of new and traditional media technology.
But what access do women have to these technologies? Where are women positioned in the process of negotiating for peace and political resolution and where are they reflected as legitimate participants in political processes? If not in the mainstream media, where is the recognition of the processes which women and rural communities utilize to communicate for a just and peaceful society?
Where is the recognition of community and citizens media in the current efforts to advocate for Peace Journalism in Fiji and the Pacific region?

The key activities under this project include:

1. Digital Story Training Activity
2. Strengthening networks with mainstream media organizations
3. Implementation of the research project titled Communicating a Culture of Peace through the Strengthened Women and Community Media and Advocacy

Initially, the objectives of the femLINKPACIFIC PROJECT were:

Short term:

1. To strengthen the collaboration and consultative process between femLINKPACIFIC and mainstream media organizations, in particular the Fiji Media Council and the Pacific Islands News Association especially to implement the policy recommendations from the regional women's media network on UNSCR1325

2. To forge ties between Peace women and women in the news media in order to broaden the understanding and ensure their realities and gender equality commitments to women, peace and security, as well as Women and the Media are reflected in the development of Peace Journalism and other related communication initiatives in Fiji

Long term:
1. To increase the recognition of the role of community/citizens media, including community broadcasting, within the context of Peace Journalism initiatives in Fiji and the broader Pacific including within the regulatory environment
2. Pacific Islands News Association and the Media Councils and associations are collaborating better with women's media networks to enhance peace

programming and implementation of gender equality commitments including UNSCR1325

The initial strategies of the project activity were as follows:

1. Development of a research framework taking into account the practices of Peace Journalism as well as Community and Citizens Media which would also serve as a preliminary consultation process with the national media association, journalism/media institutions, other stakeholders (including the Ministry of Information in Fiji and Dialogue Fiji network, Fiji Media Watch) and the Pacific Islands News Association, as well as the Fiji Media Council to be able to inform and influence as well as encourage the greater recognition and incorporation of community or citizens media forms especially with a growing interest in Peace Journalism.

femLINKPACIFIC will also establish a consultative process for this project which will help guide and develop the research/consultation process. This process will provide a safe space for women from the broader civil society/Peacewomen, as well as women in the mainstream media to meet/dialogue and also consider ways in which we can collectively advocate on our common issues, and also better understand each other.

2. Implementation of research process: Interviews with key stakeholders as well as desk/web research of information available and relating Peace Journalism, Community and Citizens media in relation to peace and security/conflict transformation.

During this period femLINKPACIFIC will also secure the services of an experienced facilitator for the roundtable / consultation.

3. Collation of research findings will be prepared and an executive summary of the findings of the research will be circulated to all respondents and other key stakeholders and also shared during a roundtable/consultation.

During this period, femLINKPACIFIC will also secure the services of the trainer for the Digital Story telling workshop as well as the publication editor who will also be responsible for the design/layout of the "toolkit"

4. Attend the Pacific Islands News Association to strengthen networks with key members of the regional media network (July) femLINKPACIFIC is attending the Pacific Islands News Association Media Summit in Vanuatu. This will be an opportunity to meet with and discuss the research process with a core group of media practitioners from across the Pacific region. It will also be an opportunity to generate a public profile of WACC at the meeting, through the sponsorship of a conference activity as well as strengthen linkages with existing Peace Journalism

5. In late 2009 or early 2010, we will convene a roundtable consultation "Communicating a Culture of Peace through the Strengthened Women and Community Media and Advocacy" amongst key stakeholders from the women's peace movement, key female journalists and media executives (members of the Fiji Media Council), and broader civil society to share information and experiences towards the development of a collective understanding and appreciation of a gender inclusive women's peace media and communications framework.
The consultation will draw from the experience of WACC, GPPAC as well as other Pacific research and Peace Journalism initiatives as well as draw on the experiences of femLINKPACIFIC's regional and rural women's media network.

6. By February 2009, we will stage an interactive digital story telling workshop to amplify the voices for peace through development of a digital story-telling series produced in an interactive youth-media production workshop that will be used to provide young women and men from Fiji, Bougainville, Solomon Islands and Tonga with a communications platform of their own

7. By May 2009 we produce and launch the findings of the research phase as a toolkit linking women's media and other community/citizens media practices with Peace. This publication will contribute to the strengthening of media and other communication practices that advance non-violent transformation of local and national conflicts & promote media activities aimed at building a culture of peace through the production of a Women's Media and Women's Peace publication which will feature the information/findings from the research and development process and serve as a toolkit for media and civil society to promote community and citizens media and communication practices; the toolkit will also serve as a practical pool of ideas of the types of media activities which can be used to aimed at building a culture of peace

The implementation of this project has been impacted on by the imposition of the Public Emergency Regulation and media censorship, as well as the imposition of the National Spectrum Decree (November 2009).

Subsequently, femLINKPACIFIC is recommending a realignment of some of our project activities, based on the political context we are currently working in.

Based on our implementation strategy to date, we are recommending the realignment of project activities accordingly as follows:

PROPOSED Realignment of the Project Activities

1. Development of a research framework taking into account the practices of Peace Journalism as well as Community and Citizens Media which would also serve as a preliminary consultation process with the national media association, journalism/media institutions, other stakeholders (including the Ministry of Information in Fiji and Dialogue Fiji network, Fiji Media Watch) and the Pacific Islands News Association, as well as the Fiji Media Council to be able to inform and influence as well as encourage the greater recognition and incorporation of community or citizens media forms especially with a growing interest in Peace Journalism.
FemLINKPACIFIC will also establish a consultative process for this project which will help guide and develop the research/consultation process. This process will provide a safe space for women from the broader civil society/Peace women, as well as women in the mainstream media to meet/dialogue and also consider ways in which we can collectively advocate on our common issues, and also better understand each other. **No need for realignment after December 2009 a we have reframed our consultative process during our initial implementation plan (Please refer to the Project Implementation Report below)**

2. Implementation of research process: Interviews with key stakeholders as well as desk/web research of information available and relating Peace Journalism, Community and Citizens media in relation to peace and security/conflict transformation.

Proposed Amendment: There is a need to consider an extended timeframe due to the current political climate in Fiji.

During this period femLINKPACIFIC will also secure the services of an experienced facilitator for the roundtable / consultation.

Proposed Implementation Strategy: FemLINKPACIFIC seeks approval to co-opt Rev James Bhagwan and Seona Smiles as facilitators. We seek WACC approval first as Rev James is the younger brother of femLINKPACIFIC's Coordinator, but there is no other resource person within the mainline churches for us. Both these recommended facilitators are trusted by all key respondents to our research

3. Collation of research findings will be prepared and an executive summary of the findings of the research will be circulated to all respondents and other key stakeholders and also shared during a roundtable/consultation. **The collation of the research findings will be dependent on the completion of the interviews.**

During this period, femLINKPACIFIC will also secure the services of the trainer for the Digital Story telling workshop as well as the publication editor who will also be responsible for the design/layout of the "toolkit". **To be actioned following the collation of the interviews. Seona Smiles is femLINKPACIFIC's editorial consultant.**

4. Attend the Pacific Islands News Association to strengthen networks with key members of the regional media network (July) femLINKPACIFIC is attending the Pacific Islands News Association Media Summit in Vanuatu. This will be an opportunity to meet with and discuss the research process with a core group of media practitioners from across the Pacific region. It will also be an opportunity to generate a public profile of WACC at the meeting, through the sponsorship of a conference activity as well as strengthen linkages with existing Peace Journalism. **Implemented.**

5. In late 2009 or early 2010, we will convene a roundtable consultation "Communicating a Culture of Peace through the Strengthened Women and Community Media and Advocacy" amongst key stakeholders from the women's peace movement, key female journalists and media executives (members of the Fiji Media Council), and broader civil society to share information and experiences towards the development of a collective understanding and appreciation of a gender inclusive women's peace media and communications framework.
The consultation will draw from the experience of WACC, GPPAC as well as other Pacific research and Peace Journalism initiatives as well as draw on the experiences of femLINKPACIFIC's regional and rural women's media network.

Proposed Implementation Strategy: Upon approval for femLINKPACIFIC to proceed to co-opt Rev James Bhagwan and Seona Smiles as facilitators. We will be able to work with the facilitators towards the staging of a consultation in April 2010 incorporating this into the broader agenda of the Regional Steering Group meeting of GPPAC.

Funds available from WACC will therefore need to support at least 2 days for the participation of the GPPAC regional network members' from Suva, as well as Noumea (GPPAC regional liaison officer), Solomon Islands (2 persons), Papua New Guinea (2 persons), Tonga (2 persons), Vanuatu (1)
This will also assist in strengthening regional civil society networking between WACC Pacific and GPPAC on the core issues of Peace Journalism/Media and improving CSO-Media relations

6. By February 2009, we will stage an interactive digital story telling workshop to amplify the voices for peace through development of a digital story-telling series produced in an interactive youth-media production workshop that will be used to provide young women and men from Fiji, Bougainville, Solomon Islands and Tonga with a communications platform of their own.

Proposed Implementation Strategy: FemLINKPACIFIC is working on staging the Digital Story Telling workshop in February 2010. The final implementation budget for this activity has some additional contribution from other project partners, in particular the International Women's Development Agency who supports our young women's producers/broadcasters project

As we have not received sufficient funds to support the participation of regional representatives, we plan to only bring in 1 regional correspondent from Tonga. In addition, we propose to use the existing funds to recruit a trainer with the experience in television production to serve as the key resource person and trainer on storyboard production and production of the digital stories using Windows Movie Maker. FemLINKPACIFIC's Coordinator and our Regional Liaison Officer who attended the AWID Feminist Technology Exchange will serve as the key trainers on developing messages and scripts.

This will also enable femLINKPACIFIC to increase the number of rural young women participating in this project.

We seek approval for this amendment to the project activity and budget criteria.

7. By May 2009 we produce and launch the findings of the research phase as a toolkit linking women's media and other community/citizens media practices with Peace. This publication will contribute to the strengthening of media and other communication practices that advance non-violent transformation of local and national conflicts & promote media activities aimed at building a culture of peace through the production of a Women's Media and Women's Peace publication which will feature the information/findings from the research and development process and serve as a toolkit for media and civil society to promote community and citizens media and communication practices; the toolkit will also serve as a practical pool of ideas of the types of media activities which can be used to aimed at building a culture of peace.

Status Report: The production is dependent of the final outcomes and the staging of the April 2010 meeting.

FINANCE UPDATE AND PROPOSED REVISED IMPLEMENTATION BUDGET:

WACC Finance Update, December 2009

INITIAL PROJECT BUDGET		Project Expenses to date	
Digital Story Telling Trainer	2500		
Consultation & Digital Story telling staging	6800		
cost			
Local Research and Facilitating Team	6000	Contribution to attendance at	
		PINA media summit	$ 425.00
		Contribution to CMC expenses	$ 87.74
Publication printing cost	3800		
			$ 512.74
Total Budget	19100		
Total Funds received via TT	19840.1		
Total expenses to date	-512.74		
Funds available for Jan-June 2010	**19327**		

PROPOSED REVISED BUDGET FOR 2010
(1) For Digital Story Telling Training

Costs of Digital Story trainer	1000
Revised staging costs to enable more rural young women and 1 regional corres-Pondent (Tonga)	8300

(2) For Research Component

Contribution to research coordination and administration	487.26
Costs for facilitators fees	2000
Contribution to GPPAC RSG meeting for the Research consultation agenda item	3000
(3) Publication costs	3800
Coordination of publication	740
	19327.3

Implementation report of the research project:

Development of the research project implementation strategy commenced following the appointment of femLINKPACIFIC's current Policy and Research Officer who is responsible for the desk/web research and interviews with members of women and civil society organizations, mainstream media, government stakeholders and other individuals that have worked with media in the country, including the Fiji Media Council.

To date the following interviews have been conducted and a further round of interviews will be organized in late December and in January 2010:

1. Bhagwan, J. 2009. Methodist Church of Fiji. Nov 4th.
2. Ferei, Agatha. 2009. Fiji Media Watch. Dec 4th.
3. Siwatibau, Suliana. 2009. Dialogue Fiji. Dec 3rd.
4. Tawake, Savu. 2009. Ecumenical Centre for Research, Education and Advocacy. Dec 1st
5. Smiles, Seona.2009. Fiji Times. Nov 6th.
6. Verebalavu, Seru. Methodist church Bookshop/ WACC Pacific 2009. Dec 4th

The research implementation commenced in late November

Women and Civil Society Organization respondents

Women's Groups will drawn from the members of the National Council of Women as well as members of the Dialogue Fiji Initiative and other media and information based NGOs and includes:

- Catholic Women's League
- Young Women's Christian Association (YWCA)
- Women's Information Network (WINET) Fiji
- Interfaith Search Fiji
- Citizens' Constitutional Forum
- Pan-Pacific and South-East Women's Association (PPSEAWA) Fiji
- Fiji Media Watch
- National Council of Women
- Fiji Women's Rights Movement
- Fiji Women's Crisis Centre
- Dialogue Fiji Secretariat representative, Suliana Siwatibau
- World Association of Christian Communicators (WACC) Pacific Secretariat

In addition, the following individuals will be interviewed based on their own research work and media involvement, and also serve as a reference group to the research process.

Peter Emberson (Masters paper on Peace Journalism based on the Fiji experience since 2006 military coup)
Rev James Bhagwan (Peace journalism thesis development and faith based communicator through mainstream media)
Seona Smiles (Media practitioner and feminist analysis, based on her experiences in the Fiji Media since the 1970s)
Dr Vanessa Griffen (Feminist commentator and to provide information based on her experiences in the Fiji Media during the 1970s/80s)
Interview Questions:

1. What is your understanding of Peace Journalism?

2. What is your understanding of Peace-building processes in Fiji's political context?

3. How is your organization involved peace-building processes and/or how would you like to be involved?

4. What is your understanding of the Ministry of Information's introduced Journalism of Hope?

5. How does your organization collect/collate and disseminate information from your rural networks?

6. What would you suggest would be a process to bridge the understanding between these two concepts?

5. How do you think the imposition of the Public Emergency regulation and in particular the regulation of the mainstream media since April 2009 has affected access to information by rural communities, including women?

6. Does your organization have a media and communication plan? How was it developed? Have you had to adjust this plan since April 2009?

7. How do you think this regulation of the media has affected the availability of alternate perspectives and viewpoints to that which is represented by the Bainimarama led administration?

8. What access do you think women have to Information-Communication and Media Channels, including community media?

   a. How do you think women contribute to negotiating for peace and in political processes?

   b. How can the media promote the processes which women and rural communities utilize for a just and peaceful society?

9. Do you feel there is recognition of community and citizens media in the current efforts to advocate for Peace Journalism in Fiji and the Pacific region?

Proposed Mainstream Media Respondents:

Matai Akauola, Executive Director and Training Coordinator, Pacific Islands News Association
Editor of the Fiji Times, Netani Rika
Editor, FM96 News / Communications Fiji Limited, Vijay Narayan
Editor, Fiji Sun, Leone Cabenatabua and/or Publisher, Peter Lomas
Editor, Radio Fiji News – Stanley Simpson as well as FBCL CEO Riyaz Sayyed Khaiyyum (FBCL Editor in Chief)
Editor/Publisher, Fiji Daily Post
Editor in Chief, Islands Business Magazine, Laisa Taga

Shailendra Singh, Coordinator, University of the South Pacific Journalism Programme)
Elia Vesikula, Coordinator, Media Programme – Fiji Institute of Technology

Interview Questions: Mainstream Media

1. What is your understanding of Peace Journalism in Fiji's current context?

2. What is your understanding of Peace-building processes and the role of Peace Journalism within this process?

3. How do you think the imposition of the Public Emergency regulation and in particular the regulation of the mainstream media in April 2009 has affected access to information by rural communities, including women?

4. The Ministry of Information introduced the notion of The journalism of Hope,
    What is your understanding of this concept? Were you involved in any consultations?

5. What has been the experience of your journalists since the imposition of the Public Emergency Decree in April 2009; how has it affected your work?

6. How has the regulation of the media affected the availability of alternate perspectives and viewpoints to that which is represented by the Bainimarama led administration?

7. Could you please explain your organization's structure and operations outside of Suva?

8. Have you and other journalists you work with been trained in writing gender-
    inclusive analysis for publications/broadcasts?

9. Do you believe that those who work in local media would benefit from Consultations and discussions with civil society organizations, and the relevant Government ministries to better understand the relevance of Peace Journalism in peace-processes?
    - What strategies would you propose?

A specific interview will be conducted with the Secretary of the Fiji Media Council, Mr. Bob Pratt and possibly other members of the Fiji Media Council, as he feels appropriate:

1. What is the role of the Fiji Media Council? Could you explain the background to, as well as process and recommendations of the review of the Media Council?

2. What is your understanding of Peace-building processes and the role of Journalism within this context?

3. MINFO is promoting the notion of Hope Journalism, how was the Fiji Media
   Council involved in its development?

4. How has the imposition of the Public Emergency Regulation and in particular the regulation of the mainstream media since April 2009 has affected the public's access to information by rural communities, including women?

> o How did the Public Emergency Regulation affect the operations of the Fiji Media Council – and what has been the Fiji Media Council's response and strategy to your own role and operations since April 2009?
> o How has the regulation of the mainstream media affect the availability of   alternate perspectives and viewpoints to that which is represented by the Bainimarama administration?

5. What do you feel is the role of the media in peace-building in a developing country such as Fiji?

6. Are the peace processes used by women and rural communities recognized   by the Fiji Media Council and mainstream media in general?

7. Does the Fiji Media Council have any plans to incorporate gender-inclusive analysis in their news content in its codes of ethics and practices for   journalists and media organizations?

8. How does the Fiji Media Council promote Peace Journalism in Fiji and the   Pacific? (or what strategies would you propose, given your linkages with the Pacific Islands News Association)

9. How can Civil Society Organizations strengthen its interaction with local and regional media groups to enable the media to provide gender-inclusive analysis?

10. What strategies would the Fiji Media Council recommend to develop a better understanding of Peace Journalism in Fiji?

Government Respondents:

1. Acting Director Mr. Pene Nonu will be the initial respondent;
2. femLINKPACIFIC's Coordinator will then arrange a follow up meeting with the current Permanent Secretary of the MINFO, Lt. Col Neumi Leweni

Interview Questions: Ministry of Information

1. Explain the role and structure of the Ministry of Information?

2. What is your definition of Peace Journalism?

3. Is there a difference between Hope Journalism strategy adopted by Fiji and Peace Journalism? Can you explain how it was conceptualized, including the use of media monitoring analysis? What overseas models helped inform this decision?

4. What is your understanding of Peace-building processes and the role of Peace Journalism within this process?

5. To achieve Hope Journalism, was it necessary to put in place media censorship/regulation for mainstream and community media forms in April this year?

6. Do you have any references for other countries where a similar strategy was implemented?

7. femLINKPACIFIC runs a community radio which we take to rural consultations and where the rural women's isssues are raised and broadcasted. We, along with other civil society organizations also publish monthly publications, can you explain the regulations in place with regard to community media?

8. What strategies do you have planned to advance a broader understanding and acceptance of Peace Journalism within Fiji's current context?

(Draft) Research Report Framework:

A Women, Peace and Security Perspective:

Communicating a culture of peace in the pacific involves more than the strengthening of women's networks in the region, promoting women's political participation and the search for solutions to the problems of unemployment, poor infrastructure, and housing problems that hinder women's progress.
These barriers limit women's access to spheres of decision making, of which the media plays a highly influential role of informing public opinion.

What is known from the results of consecutive Global Media Monitoring reports is that when it comes to the situation or representation of women in mainstream media news, women constitute 20% of total news content:

"In women make up 49 % of our population yet they make up only 20% of people featured in the news. Our findings indicated that in television there are only 11% of women who feature as news subjects, while radio reflects 17%. However our newspapers show the highest representation of women being 31%."[2]

FemLINKPACIFIC's research is designed to not only determine the potential for Peace Journalism/ Media for Peace in the context of Fiji's broader Peacebuilding initiatives, but to also consider the situation of women in this process.

If, for example, as the current status quo shows women's under-representation within mainstream media content, as well as in decision making processes, how can civil society and women's networks, within which femLINKPACIFIC is situated, ensure that dialogue and Peacebuilding processes are indeed gender inclusive and in line with existing women's human rights commitments and conventions.

The Beijing Platform for Action states that:

"Women should be empowered by enhancing their skills, knowledge and access to information technology. This will strengthen their ability to combat negative

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[2] GMMP 2005 Fiji report (Fiji Media Watch)

portrayals of women internationally and to challenge instances of abuse of the power of an increasingly industry. Self-regulatory mechanisms for the media need to be created and strengthened and approaches developed to eliminate gender-biased programming (Section J: 237. Beijing Declaration and Platform for Action)."

Historically women have been at the forefront of creating peaceful solutions in times of political insecurity in Fiji:

*"ONE OF THE INSPIRING ACTIONS DURING THE MAY 2000 CRISIS WAS THE SOLIDARITY OF WOMEN'S GROUPS IN HOLDING TOGETHER THE DREAMS AND HOPES OF OUR COUNTRY. IN ORGANIZING DAILY PRAYER VIGILS WOMEN CAME TOGETHER, IN A NATURAL RESPONSE, UNIFIED AS WIVES, MOTHERS AND DAUGHTERS OF FIJI. DURING THE MAY 2000 CRISIS THE WOMEN OF THE VIGIL CONTINUED TO REMIND THE NATION THROUGH THEIR LANGUAGE OF COMPASSION, SOLIDARITY, TENDERNESS, CARING AND JUSTICE. THEY GAVE LIFE TO OUR SHARED VALUES IN A TIME WHEN MANY SOCIAL AND RELIGIOUS INSTITUTIONS WERE SILENT. THEY COMMUNICATED A COMMON VISION FOR PEACE, UNITY, JUSTICE AND RECONCILIATION, FOR OUR COUNTRY.
IT WAS ALSO AN ACKNOWLEDGEMENT THAT AS MOTHERS, THE CARE-GIVERS, THE NURTURERS, AND WOMEN CAN MAKE A VALUABLE CONTRIBUTION TO MAKE TO IMPROVE THE WELL BEING OF HER FAMILY – HER COMMUNITY – HER COUNTRY. BUT IN ORDER FOR US TO MOVE FORWARD, WE ALSO NEED TO ACKNOWLEDGE THE PAST"[3]*

The Fiji Media Status Quo:

The type of information communicated since the Military Coup of December 5, 2006 and the subsequent imposition of a Public Emergency Decree/regulation since the April 2009 purported abrogation of Fiji's 1997 Constitution and the associated media censorship, has highlighted that the media, including community media, is not immune from the impacts of conflict.

In Fiji, while, on one hand, the use of internet technology to create opinion blogs has also resulted in a range of "citizen's journalism" initiatives, access to the internet remains limited to those in the urban centres of Fiji. So new and additional viewpoints remain limited to those with the ability and power to access these new media forms. Women's access, particularly those in rural communities, remain even more marginalized from (new) media content, as highlighted in the 2006 People's Communication for Development Research report on Fiji:

"The study verified what most of us do know: that while the Internet and email, computers and mobile phones have much to offer, these were the least accessible to our ordinary women. Some of this "technology deprivation" may be explained by the absence of the necessary infrastructure such as electricity and networks (especially in rural areas), but also because of the low levels of technological literacy among the population, the high costs of the new technology and the depths of poverty amongst our peoples."

An interesting development, since the political developments in Fiji of April 2009, has been the adoption of the concept of "Journalism of Hope" by the Ministry of Information, which requires better understanding and analysis, as it is understood that this was not developed in consultation with the Fiji Media Council, nor broader civil society groups. The current military led administration is also in the

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[3] FemLINKPACIFIC Mothers in Dialogue Community Video produced for ECREA, September 2001

development of a Media Decree, while also reviewing the broadcast regulatory standards and practices, which will not undoubtedly bring about changes to the media and broadcast environment.

Understanding Peace Journalism:

femLINKPACIFIC's research was officially launched on the International Day of Peace this year (21 September 2009) and during the launch the According to the Keynote Speaker, Mr. Gary Wiseman, Manager for the UNDP Pacific Centre collaboration between civil societies and the media is a very useful way of resolving conflicts by addressing the issues which affect the people at the community level through disseminating the correct information through networking.

"In the field of peace where issues can sometimes be sensitive, it is the coalition of organizations which have managed to advocate and raise key issues often with support from the media, which plays a critical role through its interaction with the public and governments", said Wiseman.

Wiseman also touched the subject of peace journalism and its importance in resolving conflicts through non-violent ways to achieve sustainable and just peace.
He added that peace journalism is about the way stories are structured to bring about conflict analysis and non violent responses by raising questions on how decisions by policy makers affect the people at the community level.

"Peace Journalism is about bringing attention to the broader issues of what is troubling and avoid concentrating on what divides the parties and instead look for common grounds for resolutions" said Wiseman.

"Peace Journalism is a form of journalism that frames stories to encourage conflict analysis and non-violent responses. Peace journalism is when editors and reporters make choices - about what to report, and how to report it and create opportunities for society at large to consider and to value non violent responses to conflict. Peace journalism aims to shed light on structural and cultural causes of violence as they bear upon the lives of people in a conflict arena, as part of the explanation of violence. It aims to frame conflicts as consisting of many parties, pursuing many goals, rather than a simple dichotomy. An explicit aim of peace journalism is to promote peace initiatives from whatever quarter and to allow (the reader) to distinguish between stated positions and real goals", he added.

Wiseman, noted that in the field of peace, where issues can be sensitive, it is the coalition of organizations which have managed to raise the profile of and advocate on key issues, often with the support from the media: "...and at all levels, the role of the media as a means to positively affect people and create change in the world is now well recognized. There have been many examples of this - such as the Control Arms Campaign; the Say No to Violence against Women campaign and the Nuclear Free Pacific Campaign."

In the context of femLINKPACIFIC's work, communication of issues relating to peace and security is the core of our work, since we emerged from the Blue Ribbon Peace Vigil in 2000.

Through a range of community media strategies, including the establishment of a women's media network linking Peacewomen in Bougainville, Solomon Islands and Tonga and a team of rural correspondents and focal points as well as young women producers and broadcasters in Fiji, and use of a mobile women's

community radio station, femLINKPACIFIC has been linking women's voices and issues through a range of media and policy initiatives, connected to critical international women's human rights commitments and conventions including the Beijing Platform of Action, UN Convention of the Elimination of all form of Discrimination against Women (CEDAW), and the United Nations Security Council Resolution 1325.

Mainstreaming content with the broader media sector has also been a strategy to assist other media professionals to recognize the connection between 'women's stories" and the peace and security situation in our country.

The Mainstream Media Link:

Aside from an informal association with the Fiji Media Council, femLINKPACIFIC has participated in several events and activities of the Pacific Islands News Association including the most recent regional media summit (Vanuatu, July 2009). FemLINKPACIFIC's Coordinator is also a former radio/TV producer and broadcaster and continues to maintain links with her former media colleagues.

A key strategy for femLINKPACIFIC, as a community media producer, has been to ensure that mainstream media partners, from newsrooms to radio and television programme producers continue to receive our media initiatives. This has not only resulted in our features and opinions being carried by mainstream news media, but has also paved the way for members of our rural and regional women's media network to be featured on local and international radio programmes.

The use of the mainstream media, to publish special features, such as our coverage of the International Day of Peace and the anniversary of UNSCR 1325, as well as the use of mainstream radio and television to also broadcast our programme initiatives, has been a way to proactively engage with and also mainstream our initiatives, within the constraints of commercial formats and media regulations.

It is this relationship that this research builds on.

Making the Broader Civil Society Linkages:

In addition to being a recognized member of the global women's media network, FemLINKPACIFIC has also served as the regional media focal point for the Global Partnership for the Prevention of Armed Conflict for 3 consecutive years, and since October 2009, has hosted the regional secretariat of GPPAC.

FemLINKPACIFIC is also a member of AMARC – the World Association of Community Radio as well as WACC and recognizes the importance of enabling a nexus between the shared values of our civil society partners.

A key focus on the GPPAC Advocacy and Awareness is also strengthening CSO/Peace practitioners and mainstream media partnerships and so the research process will also draw on the available information and literature being developed by this specific programme, including lessons learnt on helping build a common understanding between the "two sectors"

Additionally, reference group interviews that were carried out by those who have worked in the media, included Reverend James Bhagwan of the Methodist Church circuit in Fiji, who has around fifteen years of experience in the media industry highlights that there is indeed the basis of Peace Journalism is about bridging the gap and improving communication and dialogue within a society:

"Its about engaging with people and opening up the dialogue and taking news from everybody and looking at the I mean the key aspect of Peace journalism is looking at those who are marginalized (Interview with Bhagwan, J. 2009.Nov 4th).

For Seona Smiles who has worked for the media for around forty years described how journalists could tackle newspaper reporting:

"…there had been figures saying that cane production is dropping and so forth but no analysis of it or anything like that. You can approach it as women sitting on the cane farm, the income is for Tuesday and they've been told to diversify, I've been told to cut the cane, and there's trouble with the cane and you take it from their perspective. It's all very domestic but it's showing the real picture… (Smiles, Seona. 2009. Nov 6th)."

It is already evident that there is more that civil sector organizations and other sectors can do to promote a culture of peace in the country by using peace journalism as an avenue:

"*There are many attempts by larger civil society organizations, and partly in academia, to try and imagine a future beyond what we have now because people everywhere recognize that there is something terribly wrong with the way things are. However some of these attempts seem to lack a real understanding of grassroots work and genuine alternatives-searching, and limit themselves to corporate and unimaginative mainstream understanding* (Kerr, J.eds. 2005.pg 77-78).

However, a critical challenge for the purpose of our research is to assist in identifying a way forward for the range of stakeholders in the media sector today – not only media professionals, but also civil society groups and initiatives such as Dialogue Fiji, women's groups and those with the current political power, to be able to pave the way forward for a collective understanding of Peace Journalism.

Findings:

Recommendations:

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