

Advocacy Project/Vital Voices Summer Fellowship Description:

Josanna Lewin will serve as a 2010 Peace Fellow in Accra, Ghana working with Vital Voices's Business Women's Network hub, the Eagle Women Empowerment Club (EWEC). She will focus on providing a forum for peer learning, information exchange, business development, access to education, resources and tools, and building networks for businesswomen in Ghana. EWEC aims to empower women to be self-confident and financially independent to run successful businesses and careers in a woman-friendly business environment. Josanna will help EWEC continue their mission by telling their story, producing and disseminating information and developing campaign tools to continue organizational growth.

Specifically, Josanna will work with EWEC, Vital Voices, and The Advocacy Project, on the following main duties:

- Identifying 50 survey participants from EWEC and conducting the baseline survey developed by Vital Voices,
- Producing profiles in written and photo format of success stories from EWEC members, within an outreach strategy developed in conjunction with EWEC,
- Aiding the EWEC in creating a list of media outlets and opportunities in-country,
- Drafting profile and hub entries for the Vital Voices ABWN newsletter and identifying a member of EWEC to continue this work post-fellowship,
- Creating a lessons learned report from EWEC programs,
- Developing a website for EWEC and helping them to blog,
- Posting a weekly blog.

Depending on the needs of the EWEC office, the Fellow will also undertake other tasks, which may include the following:

- Helping and training EWEC staff to blog,
- Working on a partner page for EWEC, to be posted on the AP site,
- Organizing a photo library for EWEC on Flickr,
- Helping EWEC use Google Analytics and Skype,
- Putting up a Facebook page (or the regional equivalent) for EWEC,
- Helping EWEC to use Twitter,
- Take and edit video footage,
- Provide material for an AP press release.