



USAID
FROM THE AMERICAN PEOPLE

AFGHANISTAN

August 7, 2012

Afghanistan Media Development and Empowerment Project (AMDEP)

The Afghanistan Media Development and Empowerment Project supports independent, energetic and sustainable media outlets across the country. It provides technical support, equipment upgrades, hands-on training and business development plans to the Afghan media. It promotes greater media professionalism and best practice. It enables enhanced civil society engagement on issues to do with democracy and governance in Afghanistan and it provides forums for discussion and debate between the Afghan government and its people. It provides technical and policy advice to Afghan ministries overseeing media regulation. The Project is also creating a network of Afghan lawyers with knowledge of media law.

OBJECTIVES

- Strengthening and expanding existing media institutions and developing new associations and networks by encouraging dialogue across government and the media industry about the need for greater professionalism and advocacy
- Encouraging advocacy for fair media regulation
- Empowering civil society, women and young people by providing community-wide access to multimedia resources

MAIN ACTIVITIES

-
- Strengthening and expanding the network of independent radio and TV stations in underserved areas by supporting quality production and helping them implement sustainable business plans
-
- Training media professionals and journalism students, especially in the provinces
-
- Helping lawyers and journalists understand fair media regulation in order to advocate for it
-
- Strengthening and expanding existing media institutions and developing new associations and networks by encouraging dialogue across government and the media industry about the need for greater professionalism and advocacy
-
- Building the capacity of independent broadcast media and provincial radio stations through direct technical assistance and industry-wide support such as media mapping tools and an independent media rating service
-
- Facilitating dialogue on media regulation in partnership with the Afghan government and the media sector. This includes direct advice on long-term media law and regulation strategies

RESULTS TO DATE

-
- Expanded the Salam Watandar network of independent provincial radio stations to 46
-
- Supported content sharing between provincial and rural TV stations in order to improve output quality
-
- Expanded the impact and reach of Nai's journalism training hubs in the provinces
-
- Formed the Nai Graduate Club alumni network
-
- Launched a two-year diploma course in journalism at Nai Media Institute, Kabul
-
- Established Anaar Multimedia Centers in Herat, Mazar-e-Sharif, Jalalabad and Kandahar
-
- Strengthened media literacy and advocacy through radio dramas, media forums, legal training and the Media Law Committee and Moot Court program
-
- Provided capacity building and technical support to ministries overseeing the media, including licensing assessment and spectrum management training
-
- The Afghan Youth Voices Festival provided a forum for young people across the country to express themselves through art, poetry, photography and a variety of new and traditional media