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AFGHANISTAN

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FACT SHEET

Salam Watandar (AMDEP)

OVERVIEW

Salam Watandar provides news and entertainment information to a network of 46 Afghan-owned and operated radio stations in 28 of Afghanistan's 34 provinces. It has the capacity to reach more than 10 million listeners across the country. Established in 2003 with funding from USAID's Office of Transition Initiatives, the Salam Watandar broadcast team is now supported by the Afghanistan Media Development and Empowerment Project (AMDEP). It is currently in the incubator phase of the plan to establish it as an independent, non-profit Afghan radio production and distribution service. Salam Watandar has always connected rural and urban voices and aspirations and helped radio stations in the provinces with training, technical advice and advertising revenue. It provides anywhere between three and eight hours of high-quality Dari and Pashto programs each day to supplement the local radio stations' offerings.

MAIN ACTIVITIES

- Broadcasts a morning and evening news program that covers national, provincial and district-level stories through its network of partner radio stations
- Produces innovative and popular youth, children, women, sports, agriculture, health and business programs with interactive audience features
- Mentors reporters and producers at partner radio stations
- Through its *Fix It* radio program Salam Watandar serves as a bridge between civil society and government and demonstrates how local media can play a constructive role in the community and be a catalyst for change.
- The national phone-in program *Generation Hope* provides an innovative platform for young people to exchange opinions and share their ideas and dreams with peer groups across the country
- Ensuring that a wide variety of Afghan voices are heard

RESULTS TO DATE

- Training 180 producers and reporters from radio stations in the provinces in broadcast journalism and studio operation
- Providing balanced and accurate national news coverage every day through its network of stringers and partner radio stations
- Trained roughly 100 young people across the country in radio production and journalism
- Round tables on topics such as the role of young people in the peace process, the voter's rights and responsibilities, unemployment and the arts
- Produced and distributed feature programs, such as *Story of A Village*, *Fix It*, *Mirror of Women*, and *Generation Hope*, which gave a voice to the hopes and dreams of its listeners.
- Using new media to engage audiences across Afghanistan and globally through [Salam Watandar's website](#), [Facebook](#) and [Twitter](#)