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**AFGHANISTAN**

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# FACT SHEET

## Afghanistan Media Development and Empowerment Project (AMDEP)

### OVERVIEW

To support the sustainability of an independent, robust and energetic media landscape, the USAID-funded Afghanistan Media Development and Empowerment Project (AMDEP) strives to build the capacity of local independent media through technical support, equipment upgrades, hands-on training, and business development. Implemented by the Internews Network, AMDEP strengthens the media sector by enabling enhanced civil society engagement on democracy and governance in Afghanistan; increasing access to information, education and forums for discussion and debate between citizens and government; and providing technical and policy advice to ministries responsible for media regulation. AMDEP is also building a network of Afghan lawyers skilled in media law; engaging youth by fostering innovation outside the classroom; and, strengthening media institutions, networks, and associations by increasing media professionalism and standards of practice across Afghanistan.

### ACTIVITIES

- **Network of Radio and Television (TV) Stations:** Strengthen and expand the network of independent radio and TV stations in underserved areas by increasing access to information, supporting quality production, and implementing financially sustainable models for media outlets.
- **Training for Media Professionals:** Train media professionals and students, especially those outside of Kabul, and assist lawyers and journalists to understand and advocate for fair media regulation and freedom of expression.
- **Access to New Media and Innovation:** Empower civil society, public voices, youth, and women by providing broad community access to multimedia resources.
- **Media Institutions and Advocacy:** Strengthen and expand existing media institutions as well as develop new associations and networks. Encourage dialogue across the media industry and government to foster a platform for media advocacy and enhance media professionalism.
- **Technical Assistance:** Build the capacity of independent broadcast media and provincial radio stations through direct technical assistance and support industry-wide facilities, such as media mapping tools and an independent media rating service.
- **Policy and Regulatory Reform:** Facilitate dialogue on media and regulatory policy in partnership with industry and the Afghan Government, including direct technical advice on long-term media law and regulation strategy.

### ACCOMPLISHMENTS

- Expanded the network of independent provincial radio stations under Salam Watandar, a national radio service, to 53.
- Supported quality improvement of provincial TV, including content sharing between locally-owned stations in provincial and rural areas.
- Expanded the reach and impact of Nai provincial training hubs, formed the Nai Graduate Club alumni network, and launched the two year "Diploma in Media" at the Nai Media Institute.
- Established four Anaar Multimedia Centers in Herat, Mazar-e-Sharif, Jalalabad and Kandahar to provide training, production, and distribution platforms for citizens and civil society organizations.
- Strengthened media literacy and media law advocacy through radio dramas, media forums, legal training, and the establishment of the Media Law Committee and Moot Court program.
- Provided tailored capacity building and technical support to media-related ministries, including the completion of a licensing assessment and spectrum management training.



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- Provided a forum for youth across the country to express themselves through art, poetry, photography, and a variety of new and traditional media tools through the Afghan Youth Voices Festival.