

2012

ANNUAL REPORT



DHSA/TKG Annual Report 2012

Development and Humanitarian Services for Afghanistan (DHSA) just celebrated twenty one years in service and redefine development in Afghanistan by promoting a dynamic and capable civil society. DHSA was set up as a way to foster local ownership of development, dignity and a peaceful & sustainable future for all Afghans. DHSA has maintained an excellent standing with all its clients and we strive to build lifelong partnership with all our valuable clients, and provide them with the best and comprehensive programs and services to the whole Afghan population. DHSA is committed to assisting clients both national and international with their unique needs by providing them with comprehensive, value-added solutions and professional, personal service. With more than service experts, DHSA has employed very qualified staff, which advises and assists clients in meeting a full range services

DHSA as an Organization aims at safeguarding Afghanistan and our communities and at making sure, that all our jobs are done, and all our services are provided in the safest and most professional way. One of DHSA principal goals is to help clients and attain their satisfaction.

DHSA came into existence as a response to the violent civil war following the Soviet invasion, founded largely by demobilized Afghan freedom fighters, which laid down their arms and turned their attention to meet the needs of civilians caught in the crossfire. These former soldiers continue to work at all levels of the organization, from senior management to project and operational support, serving as a model for those seeking solutions to demobilization challenges in Afghanistan today. Today, DHSA employs a range of professionals, from journalists and reporters, who run its media division. DHSA provides professional opportunities for women - there are women playing leadership roles within the organization at all levels.

Throughout the 1990's, DHSA focused primarily on drawing strength from local knowledge and traditional relationships to fill gaps, caused by a weak national government and absence of public services. During this time, DHSA focused on activities such as water sanitation and irrigation, education, food assistance to drought affected populations, and rural rehabilitation, matching local know-how with the financial and political support from international aid agencies and donors such as EC, USAID, WFP, WHO, UNHCR, and Canada fund/Care International .

Since the beginning DHSA has been very concerned about the environmental protection of Afghanistan, and has always tried to raise awareness about the protection of the environment. During 2012 DHSA has planted hundreds of trees throughout Afghanistan and has campaigned through different radio stations and its weekly Killid and Mursal Magazines about the protection of the environment. During the 2012 DHSA has become an active partner with the National Environmental Protection Agency (NEPA)

During Taliban rule, DHSA added cultural development to its list of core activities, establishing a cultural center, Irfan, and a cultural journal, Sapeda, in neighboring Peshawar, Pakistan for Afghan writers, filmmakers, artists and musicians in exile. One of Irfan's achievements is producing music records of notable Afghan classical & folklore musicians in exile. The US Library of Congress still preserves these records. Siddiq Barmak, the center's film production director, went on to write and direct the Golden Globe winner for Best Foreign Language Film Osama in 2004. The political changes brought by the Bonn Agreement in 2001 allowed DHSA to add development of civil society in Afghanistan - through its media, education and various community development projects - to its portfolio, in addition to humanitarian assistance. To achieve its mission, DHSA presently operates in five main sectors:

- Education
- Humanitarian Activities
- Environmental Protection
- Cultural Heritage
- Public Media and Communication (TKG)

Education

DHSA believes that every man, woman and child are entitled to education - a successful and productive future is impossible without it. Education also helps end, in the long term, the cycle of poverty and disease and provides a foundation for sustainable development. A quality education better equips girls and boys with the knowledge and skills necessary to adopt healthy lifestyles and, take an active role in social, economic and political decision making as they enter the phases of adolescence and adulthood.



Humanitarian

DHSA is very keen in protecting the rights and improve the living conditions of the most vulnerable social groups, women, displaced, disabled, children facing emergencies and not being able to satisfy even their basic needs due to the particularly critic and difficult conditions they are living in. Thus, DHSA in 2012 has taken concrete action in order to improve vulnerable people livelihoods through various projects implemented in collaboration with UNHCR.

Regarding UNHCR funded water wells project implementation in north for the year-2012, according to recent researches many vulnerable people with specific needs have no access to portable water, there are no available water points in each IDP location, the women and children fetch water from neighboring villages or rivers at long distance.

Based on our finding and the impact of the project implementation, more people achieved the major priorities of their lives, for the time being people have full access to clean & portable water in Faryab,



Saripul & Shiberghan provinces; these vulnerable IDPs now has no needs to fetch water from neighbor village or rivers they have the full access to the clean water in their own area this brought huge changed in the IDPs living condition, children could go to school, and women can work on other important things in their lives.

UNHCR- Funded wool Spinning Vocational training

DHSA has implemented the vocational training for women in three provinces, Sari Pul, Jawzjon and Balkh provinces.

Four hundred women participated and improved and developed their skills and knowledge; the training impact may insure their future. The project has created many opportunities for trainees, and can provide a stable source of income for them. The impact of the training is evident, those women can now provide an income for their families which could help them in the long run to have an educated and economically stable life.

UNHCR- funded winterization cold package assistance 1000 beneficiaries; DHSA has been distributing the winterization packages in five provinces for vulnerable beneficiaries. DHSA distribution took place in two phases in the month of December 2012:

- in the 1st phase DHSA distributed cold packages for 4200 poor and vulnerable beneficiaries
- in the 2nd phase we distributed 230 winterization packages for vulnerable beneficiaries.

DHSA has been very successful in implementing the entire project in a timely manner. In the impact of the package distribution charged poor families who need the most this winter. DHSA personally thanks the UNHCR for all the help, asthis project has helped many families to improve their economic conditions.

Environment Protection

In 2012 DHSA developed media campaigns calling for environment protection. These campaigns advocate business, agricultural, industrial development and reconstruction initiatives that are sensitive to local and global standards set for environment protection. TKG sponsored exclusive weekly programs on Radio Killid - in Kabul, Kandahar, Herat, Mazar-i-Sharif, Jalalabad - to inform the public and business of the guidelines of the Afghanistan's Environmental Law and the environmental benefits of conducting business within those guidelines. TKG also published analysis, reports and interviews on environmental protection and benefits in the widely popular Killid and Mursal weeklies. These campaigns gave momentum to the waste and pollution containment efforts of the Afghanistan's National Environment Protection Agency (NEPA) to improve the living environment in Kabul and other large cities, by informing the public about the impacts of waste and pollution. DHSA became an active partner with National Environment protection Agency (NEPA) during 2012, and we have been working on better ways

to protect the atmosphere and informing people about global warming. Apart from this, DHSA constructed underground water reservoirs and wells in the Northern provinces. Implemented in 2012, this project has increased public access to drinking water. As government and donor agencies have concentrated reconstruction efforts in major cities, people from rural areas are flocking to the cities in large numbers for a better life. The need to inform



the public about environmental regulations has become a top priority for the government, and DHSA has always aimed to deliver the messages through Radio Public Service Announcements (PSA), Spots, and Radio Advertisements to raise people’s awareness on the importance of protecting the environment.

The Killid Group (TKG)



The Killid Group (TKG) is an independent Afghan public media group made of eight radio stations, news and analysis website and two weekly nation-wide magazines, established by the Development & Humanitarian Services for Afghanistan (DHSA) in 2002. The group's editorial policy embraces one main concept - Afghan ownership of Afghanistan - and is committed to one principle - people's right to be informed and be heard - which is the basis for good governance, accountability and transparency. To fulfill the concept and the principle we created a TKG focus and style - high quality, in-depth, timely, and accurate and balanced reporting together with a creative selection of story-ideas. TKG operates under the administrative and legal framework of DHSA.

Mission statement

TKG seeks to enhance public access to critical information, promote public media, freedom of speech and open discourse, and raise public awareness through its extensive network of radio, print and production assets in association with local, national and international partners. USAID and the EC invested in the initial set up and professional capacity building of the project, between 2002 and 2005. Today, TKG is largely independent, because of public communication contracts and advertising sales, which are put back into project development and capacity building.

TKG publishes books and magazines, offers public radio broadcasts, regular trainings of TKG and other Afghan media journalists on investigative reporting techniques for human rights, war crimes, etc. and, production of original web content, co-sponsorship of conferences and workshops on media and development and offers a suitable platform for Afghans to express themselves by making TKG media resources available in 34 provinces of Afghanistan. TKG has a public service mandate. All production and broadcast costs sponsored by our donors are utilized to maximize the reach of our communication programs to the intended beneficiaries.

TKG operates a network of eight radio stations in seven provinces, a strategic public communication division and a publishing house.

- Broadcast media through radio
- Magazine and book publishing
- Advocacy through strategic public communication

Outreach of The Killid Group

The Killid Group plays an active role within Afghanistan and uses radio and magazines to spread the message of accountability and transparency. For audiences across Afghanistan - including, but not limited to restive provinces in the south and east - Radio Killid is able to adapt to local broadcasting needs. Round table conferences and hot debates are regular features on Radio Killid, expertly led by our popular and experienced presenters.

Public Communication

Since 2002, TKG has served as a reliable and creative communication advocacy partner for numerous local, national and international partners. To date, TKG has produced a wide variety of public communication campaigns, public services announcements (PSA's), talk shows, round table debates for TV, radio and special editions of its two magazines covering topics ranging from domestic violence to HIV/AIDS, child protection, literacy and school attendance, agricultural innovations, natural resources growth of the population, with mismanagement of our waters leading problems with the government etc.



Radio Killid Network (RKN)

The Killid Group launched Radio Killid in seven provinces with their own resources. Radio Killid Kabul achieved sustainability within the first quarter and contributed to the establishment of the other Radios



Killid. Today, TKG operates the Radio Killid Network with local stations in Kabul, Mazar, Kandahar, Jalalabad, Ghazni, Khost and Herat.

In 2009, TKG launched Afghanistan's first radio station dedicated to Rock music. The Radio Killid Network's unique blend of public service-oriented programming (cultural, political, economic, developmental and educational programs), news, entertainment and music reaches 11 million listeners and many of its original programs and public service announcements are shared with smaller and financially weak community radio stations throughout rural Afghanistan. In an environment where the media was formerly controlled by the state, suppressed or nonexistent beyond city centers, the growth of TKG during Afghanistan's critical transition from war to peace has served as a valuable asset for all those dedicated to building a peaceful and open society. In addition to the Radio Killid Network, TKG built partnership with 28 affiliate stations across the country.

Kabul Rock Radio (KRR - FM 108)

Launched in 2009, Kabul Rock Radio is the first radio station in Afghanistan dedicated to the rock genre and broadcasts rock music from across the globe. The most ambitious project among all TKG radio stations, KRR 108 FM targets Afghanistan's largest demographic - its youth - and expatriates with a passion for rock music. Members of Kabul Dreams - Afghanistan's most popular rock band - are the producers of the widely popular shows on KRR 108 FM. In the future, Kabul Rock Radio will include world music, English music, news and trends, etc.

Radio Killid Kabul (RKK - FM 88)

Radio Killid Kabul went on air on the National Independence Day, August 19th 2003, becoming Afghanistan's first 24/7 talk radio station. RKK 88 FM focuses on generating mass appeal with a family oriented broadcast model which encourages both men and women and their extended family members to

share radio listening time together. Apart from usual programs, RKK 88 FM has covered Special reports on Political and parliamentary issues extensively and has been involved in campaign against domestic violence, women and children. RKK 88 FM has also worked closely with government ministries such as: Ministry of Agriculture, Ministry of Energy and Water, Ministry of Justice and Ministry of Health to spread out public awareness messages through ads, round tables and news stories. RKK 88 also had extensive reports about:

-the Ministry of education printing books with errors and why they are not able to print the books in Afghanistan.

-The population growth,

-natural resources,

-managing water resources,

-building dams in Afghanistan.

During 2012, we covered many special reports about the agreement between the United States of America and the government of Afghanistan. RKK88 covered many reports about the peace process and the relationship of Afghanistan with neighboring countries and what can be done in order to reach sustainable peace in Afghanistan.

TKG implemented a project “Extreme Vulnerability and Social Protection National Awareness Raising Campaign” funded by the European Union , in which we realized and broadcasted special reports, Round tables, Spots, Dramas , Talk shows, and live activities of which was done by different groups of people. During 2012 our social and religious programs continued. The most famous one is Killid Sob, particularly appreciated by Afghans not only in Afghanistan but all over the world which access the programs through the website. Killid has as well entertaining programs and children programs which are educational. Radio Killid Kabul has over a million listeners in the coverage areas.

Radio Killid Kandahar (RKK - FM 89.4)

RKK 89.4 FM started broadcasting in 2007. The people of Kandahar were impatiently waiting for the launch of this radio station because they were already regular readers of Killid Weekly. According to 24 hour program schedule, along with breaking news, this station broadcasts over 40 programs and over 20 investigative reports (live and recorded) weekly. More than the 86% of the daily programs are live. Since its establishment Radio Killid Kandahar has always been a source of hope and encouragement for a population caught in the crossfire between coalition-Afghan government forces and the armed opposition and has continued to air message of peace and development. During the day RKK 89.4 FM has religious social political, entertaining, vulnerable people, news, sports, health and children programs. Kandahar people find all these programs very educational, informational, and entertaining. **Beautiful Afghanistan** is a program where we introduce different areas to the people of Kandahar; **One word One Song**, is a very entertaining program in which lots of people call and choose songs.

Radio Killid Mazar-e-Sharif (RKM - FM 89.55)

Founded in 2007, RKM 89.55 FM broadcasts 24 hours. Every week, it broadcasts 45 programs consisting of religious, social, political, public awareness about human rights, education and children programs. In

2012, RKM 89.55 FM broadcasted several programs on women and children's rights, people with disabilities. RKM FM 89.55 came up with a program that interested most taxi drivers and their clients. RKM 89.55 FM also had live coverage of the New Year celebration in Mazar as people nationwide visits Mazar in this particular season. A new program was introduced during 2012 called "key to survive": a social and political program which interests youth and families. RKM FM 89.55 also got involved in various public awareness campaigns in 2012:

-awareness roundtables about the environmental protection,

- the increasing number of population,

-parliamentary issues,

-problems and concerns about the ministries. RKM has also worked to help increase literacy among Balkh youth; continuously broadcasting educational programs for young audiences about civic responsibilities among citizens such as to keep the city clean.

Radio Killid Herat (RKH - FM 88)

Launched in August 19 2005, RKH FM 88 has 24 hours broadcast covering religious, political, cultural social, entertainment programs and sports coverage. 70% of the overall programs are live covering over seven hundred thousand (700,000) audience based within the province and the neighboring areas. RKH FM 88 has about 44 different programs each week, among those **Quti Atar**, a program that gives people information on social, political, educational issues. RKH FM 88 is always looking to find more and more programs that would be interesting to public and to increase our audience all over Herat. During 2012, RKH FM 88 was involved in several public awareness campaigns covering the issues of people with disabilities, women rights, women and children abuses and also about parliamentary, ministerial and governmental issues - focusing on strengthening females' role in governmental offices. During the 2012 we RKH FM88 had over one thousand (1000) news coverage, and about nine hundred (900) live reports.

Radio Killid Jalalabad (RKJ - FM 88)

Established in August 19 2007, RKJ 88 FM broadcasts for 24 hours every day. Most of its programs are live, consisting of breaking news, feature news, round tables, interviews, and educational, cultural, political and entertainment programs. During 2012, RKJ 88 FM has brought many changes to the programs, which allowed the station to have more listeners to the programs. During the year RKJ 88 Fm had about 42 live programs. One of the most famous live programs is the competition among 16 different high schools where the students ask questions and get answers; it is a good educational and entertaining program which has lots of listeners. During 2012 RKJ 88 Fm also had programs about environmental protection awareness, about planting trees, and how to help live better in a cleaner environment. RKJ FM 88 also had awareness campaigns, about women and children abuse, women and children rights, people with disabilities. Through various roundtables, Spots, PSA, talk shows, Dramas, feature stories, interviews with experts and live shows the radio has been involved in various raising awareness campaigns.

Radio Killid Ghazni (RKG - FM 89.6)

Established in December 2010, RKG 89.6 FM is a voice of independent information and awareness arising in a province severely hit by insurgency but known for its historic sites. The radio has undertaken several initiatives to support efforts of the Ministry of Urban Development and the Ministry of Information, Culture and Youth to rehabilitate the national historic sites and prepare the city for being the “center of civilization of Muslim world” a title to be formally given to the city by ISESCO in 2013, in accordance to DHSA's Mission Statement RKG 89.6 FM's daily schedule includes variety of recorded and live programs on national and local political transformations, about 140 different live programs, hourly news bulletins, education for all - with particular focus on education for girls- and entertainment in Pashto and Dari. Other campaigns focused on human rights, especially women and children rights, education, environmental protection, religious and entertaining programs.

Radio Killid Khost (RKK - FM 88.2)

In September 2010 TKG established RKK 88.2 FM to enlarge its audience base across the eastern region and serve as the leading independent voice to the people living along the border with Pakistan. The core objective of RKK 88.2 FM is to support peace and reconstruction efforts taken by the Afghan government and the international community and serve as tool for promoting accountability, transparency and responsiveness to the public by local authorities increasing public participation about the governmental issues, promoting education among the public and raising awareness on environment and natural resources protection (programs about green environment which promotes reforestation). Since its establishment, TKG's RKK 88.2 FM has supported literary activities of people working to promote Afghan culture and local language. Most programs are in Pashto and include news hours, analysis and entertainment. Over 60% of the programs are live, and it would be important to increase our live programs for the listeners.

Publications

TKG is home to Afghanistan's two highest circulation independent magazines, The Killid Magazine and Mursal, exclusive women's weekly. The magazines are the only two publications to reach each of Afghanistan's 34 provinces every week and have served as a valuable public communication and literacy tool for a nation where public libraries and newsstands are minimal at best. Killid Weekly Killid (the key) Magazine is Afghanistan's most popular, highest circulation and most widely



distributed independent printed press. The magazine was first published in 21st March 2002 (Naw Rooz Afghan New Year) and has since grown from 3000 copies a week in Kabul to 35,000 copies to all 34 provinces of the country each week, making it the only independent press to reach the entire nation on a weekly basis. Editorially the magazine has matured from being an easy to read, basic public information and literacy tool to one of the country's most forward thinking and independent voices. Like TKG itself, Killid Magazine's policy is to embrace one main concept: Afghan ownership of Afghanistan's process and is committed to one principle: people's right to be informed and to be heard, which is the basis for good governance, accountability and transparency. To fulfill the concept and the principle we are forging a TKG focus and style in the magazine, ruled by high quality, in-depth, timely, and accurate and balanced reporting together with a creative selection of story-ideas. The magazine offers news, analysis and commentary in Dari, Pashto and English. The magazine cost makes it affordable to the average reader in Afghanistan. As such, a large part of its operational costs are subsidized by DHS/TKG. Killid Magazine has a full-time staff of 20 reporters, covering all 34 provinces of Afghanistan. The magazine coordinates its reporting with TKG's radio division, the RKN. In doing so, we maximize the reach of the magazines reporting to the public. The magazine and its staff are constantly committed to capacity building and committed to evolving as time and resources permit. In addition to being available in the market place, the magazine's editorials, analysis, special reports and selected news stories and hard hitting cartoons can be found on-line on TKG website.

Mursal Women's Weekly

Mursal, first published on 8th March 2003 (International Women Day), is Afghanistan's most popular, highest circulation and most widely distributed women and family focused independent press. Mursal means Rose and like its namesake, the magazines writers and editors strive to be a voice of encouragement and support for women and girls all over Afghanistan. Mursal started with only 5000 (five thousand) copies, today Mursal distribute over 20,000 (twenty Thousand) copies a week.



The mission of Mursal is to be a relevant, independent and accessible information and literacy tool for women in a nation where men are often in control of information and knowledge, in accordance to TKG's editorial policy. The magazine has a staff of all female reporters and like Killid Magazine it feeds the Radio Killid Network with its reporting in an effort to maximize its information and communication reach to the public. In 2011 Mursal provided in-depth coverage to the following major topics:

- Women's part in the Afghan National Army

- Violence against women after the enforcement of the law on elimination of violence against women
- Mother and child mortality
- Education for women and girls
- Security problems women faces
- Women advocacy projects
- Women's role in the peace initiatives taken by the Afghan government
- Sexual abuse among women and children
- Transitional justice - most victims are women
- Women's participation in the government
- Women victims of psychological trauma
- Women dreadful condition jails, and in government juvenile centers
- Family law - a campaign for amendment and ratification

The Killid Website

In an effort to expand maximize its reach to readers across Afghanistan and the world, The Killid Group (TKG) website www.tkg.af is in Pashto, Dari and English. The website aims to deliver in-depth and timely information services to all TKG audience all over the world. Our website covers millions of people all over the world and we could proudly say that it is the most visited and liked site of Afghanistan. www.tkg.af includes exclusive stories on:



- Latest news, national and international
- Reports (Investigative, Political, Health and Environmental)
- Economy (Trade, Reconstruction, Agriculture and Horticulture)
- Daily events from across Afghanistan
- Sports (Cricket, Football, Epic Sports and Buz-Kashi)
- Analysis and Viewpoint (in-depth analysis of events from Afghanistan and the world)
- Culture and Art (Literature, Cinema, Book, Poems and Music)
- Exclusive photos, cartoons, and audio stories covering important events and incidents

To get latest stories and news in Dari, Pashto and English, we invite all national and international organizations to visit TKG website at www.tkg.af. www.tkg.af, a source of trusty, reliable, in-depth and accurate information.

TKG Media Projects

Development Policy 2012-2014

Faced to the new reality in the Afghan process, an updated reflection regarding the development of TKG was needed.



The central, interrelated points were NATO's decision of withdrawing in 2014 and the announced severe shrinking of donor funding.

The farewell policy put a question mark on the immediate future of the country in general, and in particular of the civil society sector, the independent media within it.

A political and financial re-positioning was needed, constant brain storming and leadership is required.

Coming to us, there were some key questions: what role should TKG play in the so called transition and what is it needed to fulfil it? What steps could ensure financial sustainability beyond 2014?

The answers followed TKG policy, which considers other independent media and civil society organisations as privileged partners. Its editorial approach met already in early 2009 the new challenge: enhancing Afghan ownership of Afghanistan's process and people's right to be informed and to be heard.

Combinations of ideas are influencing directly or indirectly the steps given since the beginning the last months of 2011, and ongoing:

- The impact of Afghan media in generating public debate, opinion making and influencing the official agenda is very weak;
- The independent media sector is not independent financially and would hardly survive if each of its members would pretend existing individually, which lead to competing against the others;
- Without donor funding, the media would follow a pattern similar to any market economy in which is based on the advertisers market and at the same time on being owned or related to non-media sectors, such as: the State, business, political forces, powerful cultural lobbies, and a combination of these sectors coinciding in similar interests;
- Without donor funding, the entire Afghan civil society organisations sector will be deeply re-dimensioned. Those linked to implementing the short-term international community agenda would disappear. Instead and as it was before 2001, would survive those organisations implementing medium and long term plans within strategic sectors: education, health, infrastructure, etc.;
- Altogether, the previous points demand a collective reflection on building independent media and civil society organisations' power;
- Despite own revenues, with clients regularly delaying payments, TKG has a financial recurrent gap that is not resolved within the project oriented donor system and hampers its development;
- TKG needs to upgrade its skills in a focused way with regard to the content and quality of its outputs, marketing, sales, fund raising and business planning;
- TKG needs to develop a middle managers level with authority based on a plan and budget responsibility per sector.

Many of these considerations determined some TKG steps, which have show so far to be correct.

A) Internally:

1. The projects section was reinforced hiring a person dedicated to identifying funding opportunities, drafting proposals and following up the implementation with regard to outputs, deadlines and reporting. This was complemented with a policy definition:
 - a) selecting opportunities that meet TKG editorial plan, avoiding the risk of just falling into the implementation of donors' priorities;
 - b) trying to build a sort of core funding by choosing funding opportunities that being complementary allow charging into the projects most of TKG's staff, hence reducing the dependency on own revenue;
 - c) including in each proposal a promotion/marketing budget line;
2. The media development sector was reinforced by hiring a full-time co-director while highlighting the links among media development, projects, marketing and sales, and the implementation of the editorial policy;

3. The number of permanent staff was reduced and TKG moved into the policy of hiring personnel in accordance with specific editorial needs;
4. The top management structure was modified;
5. It was launched a policy to gain financial resources to strengthen and upgrade immediately also the following sections:
 - Editors-in-chief – Editorial management
 - Marketing and sales
 - Human resources and Finance
 - Art Design
 - Radio news reporting and production
 - Investigative reporting
 - Outreach

B) Externally, the more relevant idea was bringing together independent media that would at the same time build strong links with civil society organisations.

The idea was shared with Saba Media Organisation (SMO) and Pajhwok Afghan News (PAN) early 2012. The Independent Media Consortium (IMC) was launched in March 2012 as an informal association with clear objectives, and editorial plan and unprecedented outreach.

From inception and as part of its development concept the IMC sought associating to it CSOs, research centres, think tanks and output producers.

The IMC allowed developing a concept that is gradually being implemented: becoming the communications “branch” of CSOs. From a substantial point of view, it meets concerns briefed above:

- Building CSOs power within the Afghan society;
- Building the IMC as a relevant player;
- Enriching the information and opinion delivered to the Afghan population, hence gaining impact on the public debate, opinion making and in the definition of the political agenda;
- Enlarging fund-raising opportunities in at least two ways:
 - a) in the short term, coming into the donors market as the chance for them to negotiate with a multi-media reality altogether, with unique human resources and outreach;
 - b) in the medium and long term, partnering as the communication component within big non-media projects and programmes.

The IMC gave birth to a potentially very relevant tool: the Freedom of Expression Initiative (FEI).

It was built by signing with several media a memorandum of understanding elaborated around a central point: all agree in disseminating on the same day sensitive reports for which media are being threatened and journalists harassed or even killed.

TKG is lobbying for what is called the **30% Initiative**. It consists of creating a Civil Society Fund requesting NATO countries to contribute 30 cents of each dollar they will be saving by cutting military expenditure. The idea was launched by Italian NGOs, then adopted by the Federation of European NGOs working in Afghanistan, and USA CSOs are willing to lobby in Washington. However, the condition for this to work is Afghan CSOs leadership of what would become a NATO countries civil society movement in support of Afghanistan's civil society.

The FEI has not been implemented yet, though its existence is important in itself.

More relevant outcome:

TKG became Tawanmandi three-year core partner for the media sector (1,500,000 USD). The funding for the first year (starting April 2013, 750,000 USD) allows meeting each of the components listed above within the strengthening and upgrading aims (point A.5). It remain opened the possibility of increasing the total amount for the second and third years;

TKG agreed on a long term framework contract (two years, starting June 2013) with UNFPA to conduct a multi-media campaign (the total amount depends on campaigns to be commissioned with an estimated total of 3,000,000 USD). In addition, based on this long term framework contract other UN agencies can request similar campaigns;

TKG has signed an initial small contract with the Independent Electoral Commission (14,400USD), is implementing contracts signed with the US Embassy (730,000 USD), several relatively minor ones AWN/Oxfam 23,500 USD; UNODC 25,000 USD) and is negotiating or waiting for definitions with regard to more substantial ones;

TKG completed successfully a two-year contract with EU Afghanistan (1,350,000 Euros), is about to finish and eventually renew another one with USIP on reconciliation and transitional justice (200,000 USD), as is finishing the third year of an Af-Pak media project implemented with International Media Support-IMS (Denmark) and Pak Institute of Peace Studies-PIPS (96,000 USD for the third year).

The detailed list of projects implemented, under implementation and to be implemented are in the report that follows.

The IMC won a large grant delivered by Tawanmandi to strengthening the consortium and upgrading CSOs outreach;

An IMC concept note was approved by EU Brussels and is finalising the full project proposal, while the concept note for three others is under elaboration.

TKG main weak aspects:

- The overall slowness in the implementation of the changes that have been decided.
- The financial difficulties, which delays the payment of salaries, honouring commitments with third parties;
- The low mood in staff members because of the salary payment delays and the slowness in implementing announced plans.

Initiatives in 2012

The “Independent Media and Civil Society Consortium” (IMC): created in 2012 together with Saba Media Organization (TV Saba and Radio Nawa); Pajhwok Afghan News and 8 am daily newspaper. The members of the IMC has strengthened its potential and, apart from what already mentioned can count on:

- National coverage through a total of almost 270 reporters, photographers, camera people, radio and TV producers, translators, web architects, Editors and editors-in-chief, marketers, operators and technical support staff;
- Radio coverage in 21 provinces and collaboration with a network of more than 30 radios
- TV coverage in 14 provinces
- The main independent news agency, providing also radio and TV clips to 360 clients
- The two main Afghan national weekly magazines – Morsal and Killid
- The main independent newspaper reaching 18 provinces
- The more relevant cultural monthly, Sapeda
- Four websites
- 3 production units for radio and video outputs
- Broadcast and print in 7 languages (including English)
- Two printing houses

The “Freedom of Expression Initiative”: created in 2012 by the IMC, this initiative is based on a Memorandum of Understanding to be signed by other media as well agreeing of broadcasting and/or publishing together with all the others, coordinating the time and on the same day, the investigative reports on sensitive issues for which journalists are harassed and even killed with the aim of protecting reporters’ lives. More than 20 media outlets already signed this MOU.

TKG Projects in 2012

Title: Extreme Vulnerability and Social Protection National Awareness Raising Campaign-Change Life

Funded by: European Union

Budget: 1,500,000 USD per 2 years

The initiative, overall, aims to raise awareness at national, provincial and urban level of the causes, consequences of and potential solutions for extreme vulnerability, generating a positive change in social attitudes to vulnerable people.

The activities focused on: a) Production - broadcasting of 48 round table discussions; 48 radio round-table discussions with quiz; 104 dramas;



208 PSAs; 208 short radio clips; 104 interviews; 48 events reporting; 12 talk shows; 48 TV PSAs and spots; b) map and establish linkages with vulnerability services and relevant government institutions in Balkh, Herat, Kabul, Kandahar and Nangahar; establish, staff, train and implement telephone radio Call-In Help Line in 5 cities that provides follow-up to callers; c) develop selection criteria and identify street youth, provide 3m journalistic training each year and follow-up, monitor outputs, select and air selected stories, contract/support employment linkages for successful candidates for ongoing radio input.

Title: In-Depth and Balanced Reporting in Pakistan, Improving capacity of the media and journalists in crisis-affected areas

Funded by: IMS

Budget: 96,000 USD

The 3 phases initiative aims to: a) improve Pakistani-Afghan media relations and enhance quantitative/qualitative reporting on regional issues through facilitating bi-lateral media cooperation and media training that strengthen the media's capacity to cover complex cross-border issues; b) facilitate cooperation between journalists and media in Pakistan and Afghanistan in careful consultation with broadcasters and publishing houses.

The first phase of the initiative consisted in a pilot phase and 2 media houses from Afghanistan and 2 from Pakistan participated to the research exchange program. The 4 reports have been elaborated at the end of the project. In the second phase of the initiative, the exchange involved 5 Media Houses in Pakistan and 5 in Afghanistan for a total of 10 journalists participating in both countries. The 10 reports have been translated in English and uploaded in the website of the initiative to favor exchange and contacts among journalists at the two sides of the borders. Collaboration, involves language barriers, and requires efforts beyond the regular journalistic rhythm. In the third phase of the initiative 7 Media Houses from Afghanistan and 7 from Pakistan took part to the exchange. The 14 reports are being translated in English and will be uploaded in the website of the initiative to favor exchange and contacts among journalists at the two sides of the borders

Title: Reconciliation and Transitional Justice awareness creation campaign

Funded By: United States Institute for Peace

Budget: 199,720 USD

Reconciliation and Transitional Justice awareness creation campaign in 2012, including workshops addressed to NGOs on communication, information and advocacy; international seminar with people coming from South Africa, Argentina and the Balkans to exchange experiences regarding TJ experiences; radio dramas and dissemination of life stories of war crimes survivors through our two weeklies and radios. The main results achieved so far are the



consolidation of a communication plan and related implementation policy in various provinces of Afghanistan as well as to strengthen the collaboration in implementing actions to facilitate the TJ process in the various provinces.

Title: Anti-corruption campaign

Funded by: UNODC

Budget: 25,000 USD

Production and placement of 20 billboards for 3 months in Kabul to raise people's awareness on the importance of fighting against corruption (Mr Darya, UNODC goodwill Ambassador, has been the testimonial of the campaign).

Recording and broadcasting of 6 workshops realized by Integrity Watch Afghanistan (our partner in the project) in different districts of Kabul to increase awareness on the fight against corruption.

Title: Production of 3 PSAs in the 8 Afghanistan national languages

Funded by: IEC/UNDP Elect

Budget: 7,200 USD

Production of 3 PSAs to raise people's awareness on the importance of participating to the 2014 Presidential Elections. Each PSA has been produced in the 8 Afghanistan national languages (total 24 PSAs).

Projects in 2013

Title: Young Engagement in the Future of Afghanistan leading up to 2014 Elections

Funded by: US Embassy

Budget: 500,000 USD

An electoral game will be developed thanks to Skype conferences among youth groups in different provinces. The young people participating to the debates previously received trainings in leadership, debating and elections.

Other production includes: Drama, roundtables, PSAs, primer on election.

Title: Women Radio Programming in 2013

Funded by: US Embassy

Budget: 230,000 USD

A well structured media campaign focusing on women issues especially: -women's leaders; - opportunities for women; -women in Islam as well as roundtables, radio drama and talk shows to be broadcasted in the various Killid's stations.

Title: production and dissemination of 6 roundtables and 24 PSAs focusing women's issues

Funded by: AWN (through Oxfam GB funding)

Budget: 23,500 USD

In the framework of a project implemented by AWN for Oxfam GB, production of 6 roundtables and 24 PSAs focusing on women issues. The project will continue until January 2015.

Title: Core funding for 3 years

Funded by: Tawanmandi

Budget: 1,500,000 USD in 3 years

Strengthening The Killid Group by upgrading staff and sections skills (Marketing & Sales; Design; Human Resources; Finance; Editors-in-chief, editors, reporters and producers) and developing middle management. Strengthening the Independent Media Consortium and the independent media sector, the Freedom of Expression Initiative, the 30% Initiative, and building synergy with CSOs with the aim of strengthening their outreach and impact.

Title: Production of 12 PSAs in Dari and Pashto

Funded by: IEC/UNDP Elect

Budget: 7,200 USD

Production of 12 PSAs to raise people's awareness on the importance of participating to the voter registration process.

Title: Long Term Agreement for production and broadcast of radio campaign and for production of audio –visual and print material for publicity, capacity building and outreach communication campaign in Afghanistan

Funded By: UNFPA

Budget: to be defined

Killid became the long term partner for UNFPA for production and broadcasting of media products. There is a frame budget but the total will depend on the services commissioned.

Title: Development of journalist training

Funded By: UNICEF

Estimated budget: around 60,000 USD

Aim and activities: training 80 journalists in covering children related issues in 4 provinces of Afghanistan (Kabul, Herat, Bamyán, Kandahar).

IMC Projects administrated by TKG:

Title: Strengthening the Afghan Independent Media Consortium and CSOs Outreach

Funded by: Tawanmandi

Budget: 400,000 USD

Providing the Independent Media Consortium with essential structure as well as producing and disseminating twice a month investigative reports (on human rights and anti-corruption), and

twice a day news magazines focusing on human rights, anti-corruption, access to justice and peace-building, together with youth, women and disability as cross cutting issues.

Title: Social Media Summit

Funded By: US Embassy

Budget: 250,000 USD

In partnership with the Afghan media company “Impassion Afghanistan” organization of a National Social Media Summit for 250 experienced social media users in Kabul; 5 training programs in 5 different provinces for new social media users; Follow up virtual engagement activities that serve as practical experience; live coverage of the event by the Independent Media Consortium.

Expected IMC Projects to be administrated by TKG:

Title: Investing in People

Funded By: EU Brussels

Killid is at the moment finalizing, together with the other Consortium members, the full proposal for a project focusing on Afghan culture and on the possibility of transforming potential conflictive points in vibrant energy to build a unite and dynamic country.