



# Afghan Media in 2010

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## Priority District Report Herat City (Herat)

**October 13, 2010**

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## 1 Methodology

Key informant interviews (KIIs) were conducted with the managers of 11 radio outlets (Faryad, Killid, Sahar, Muzhda, Watandar, Herat Radio Television Afghanistan (RTA), Tanin, Zuhai, Sada-e-Jawan, Baran, Zindagi); 7 TV channels (Herat RTA, Taban, Herai, Saqi, Asia TV Network, Maihan, Millat); and 3 printed press outlets (Mutakhasasan, Arj, Etifaq-e-Islam).

Additionally, KIIs were held with two journalists (from RTA and Faryad radio); two community leaders (representatives of Herat University's Department of Journalism and the Department of Culture and Information); and one manager from the Institute for War and Peace Reporting (IWPR). Complementary information was gathered from the Herat representative of Nye Express distribution network for newspapers and magazines.

Moreover, a total of 190 close-ended interviews were conducted with an equal number of men and women. Audience data were also collected for 61 individuals living in Herat province by means of a phone survey, which took place from July 9 to 23 and from August 22 to 28, 2010. See the general methodology of the project research for more details on sampling and survey methods.

## 2 Media landscape

Herat is a lively city, and its population is exposed to a large number of media outlets. The city ranks second after Kabul in terms of exposure to broadcast media. TV coverage has increased significantly in the past few years, with two of the eight local outlets established between 2007 and 2008 (Herai and Taban) and two very recently (Asia TV Network and Maihan TV). Radio outlets have also flourished, with a total of seven new radio stations launched since 2006 (Tanin, Muzhda, Zuhai, Faryad, Watandar, Baran, and Zindagi). The print media is growing in a more disorderly fashion. A wide number of publications are available, both local and national, but sustainability and regularity are limited.

All cell phone operators cover the area, with good reception. There are over 50 Public Call Offices (PCOs) offering calling services and selling scratch cards. An estimated 100 satellite shops are spread across the city, mostly selling CDs, DVDs, and TV sets (usually at \$400-450). There are approximately 100-110 DVD shops in Herat, selling mainly US movies, but also Indian and Iranian movies (at \$1.50 each). A large number of satellite dishes are visible on buildings around the city. An estimated 50 bookstores in Chawk-e-Gulha cater to readers' needs; only one sells newspapers and printed matter (Ebne Arabi).

### 2.1 Media outlets

Herat has access to 18 TV channels and 22 radio stations. In addition to major printed press from Kabul, a number of local publications can be found in the city, albeit irregularly.

#### 2.1.1 Television

As well as channels available through satellite and cable networks, 18 territorial TV channels were identified as available in Herat district, 8 of them local.

Name	Scope	Ownership	Antenna location	Broadcast radius
Herat RTA	Provincial	Government	Herat	70-100km
Taban	Provincial	Private	Herat	75km
Herai	Provincial	Private	Herat	80km
Asia TV Network	Provincial	Private	Herat	70km
Saqi	Provincial	Private	Herat	60km
Maihan	Provincial	Private	Herat	250km
Millat	Provincial	Private	Ghoryan	10km
Sima-e-Ghoryan	Provincial	Private	Ghoryan	30-50km
Tolo	National	Private	Herat	50km
Lemar	National	Private	Herat	40km
Shamshad	National	Private	Herat	60km
Noorin	National	Private	Herat	40km
Ariana	National	Private	Herat	35-75km
Tamadon	National	Private	Herat	55-60km
Ayna	National	Private	Herat	-
Noor	National	Private	Herat	30km
Saba	National	Private	Herat	48Km
Arezo	National	Private	Herat	-

### **Herat RTA**

Herat RTA was established in 1980 and has been managed by Mr. Alhaj Abdulzaher Maihanyar for the past eight years. It is the government TV channel and follows the aim to spread Islamic culture and solidarity. Its 8m antenna is located on a 27m tower on top of the office building. A 1kW transmitter with a broadcast radius of 70-100km allows for coverage of major districts in Herat province (reaching approximately 1.5 million people), including Ghoryan, Zindajan, Pashtun Zarghun, Karukh, and Gozara districts. Farsi and Obe districts are currently not covered, owing to the lack of a powerful sender and receiver.

The station currently employs a total of 28 staff members (for both radio and TV), including 10 full-time journalists. Seven staff members are female (five working on a voluntary basis). The outlet runs on grid electricity and utilizes desktop computers and the internet. Major needs include a mixer, studio lights, a camera, and laptop computers. Employing professional journalists and technicians for broadcasting is a priority, as only 1% of journalists employed at the outlet have adequate skills to cover their position.

The outlet broadcasts 17 hours a day through 32 programs, with a specific focus on youth, women, agriculture and livestock, the economy, society, politics, music, and entertainment (e.g. *Shabni Shini* (“Sleepless Night”)). Content is generally produced locally and, with the exception of that from Salam Watandar (three hours a week), no content comes from Kabul. A total of 55% of programming is in Dari and 45% in Pashto.

Major monthly costs reportedly amount to \$8,000, although the exact breakdown was not given (this is apparently the business of the Kabul headquarters). Major sources of income include advertising by non-governmental organizations (NGOs), Nye Express, and local businesses, although the amount of income generated was not disclosed.

### **Taban**

Taban was established in 2008 and is owned and managed by Mr. Abdulkarim Sadiqi. It has a 40m antenna located in Takhte Zafar Park, property of former Herat governor and current Minister of Energy and Water Ismail Khan, and a 1kW transmitter with a broadcast radius of 75km. Coverage includes Herat city and the surrounding districts, including Injil, Gozara, Zindajan, Karukh, Pashtun Zarghun, Ghoryan, and Kohsan.

The outlet employs 45 full-time staff members, between 2 and 10 volunteers, and 3 short-term consultants. Equipment and facilities are reportedly a competitive advantage of the outlet, as it has quality technology.

The outlet broadcasts 18 hours a day (6-12am), 95% in Dari and 5% in Pashto. There are 15 self-produced programs, ranging across news and current affairs (on a daily basis), socioeconomic issues, religion, culture, politics, education, human rights promotion, and entertainment, among others.

Monthly costs of the outlet amount to \$28,000. A total of 60% of expenses are covered by advertising (mainly from Kabul) and 40% from the owner's personal funding (Mr. Sadiqi runs three compost/fertilizer factories in nearby provinces). Election campaigns have generated \$60,000-70,000 per month.

### **Herai**

Herai TV was established in 2004 and is managed and owned by Mr. Alhaj Abdulzاهر Raheen, who replaced the outlet's former manager, Mr. Najibullah Yusufi. The antenna is 6m high and located on a 24m building. The 100W transmitter has an 80km broadcast radius, which reaches approximately 80% of the population of Herat province. Districts that do not come under its coverage zone include Pashtun Zarghun to the north, Gozara to the south, Injil to the east, and Zindajan and Obe to the west.

The outlet employs 25 people, including 3 part-time journalists, 4 part-time writers/actors, 2 marketing officers, and 3 technicians. Seven staff members are female.

The outlet runs on grid electricity and works with computers, but the internet connection is poor. Major needs include a new 200-300W transmitter to increase coverage further (which would cost approximately \$3,000), as Herai's frequency is significantly disturbed by other outlets (Ariana). Professional camera operators and technicians are also needed (requiring \$400 in salaries per person per month). The outlet says it has no major problems content-wise.

The TV station broadcasts 17 hours a day (7-12am). All of its programs are produced locally, with a board determining the programming schedule on a weekly basis. Programming is only in Dari and tends to exclude politics and news. The station focuses largely on music programs, including call-in shows (four hours a day), and it shows Iranian films. Programs include: *Solh* ("Peace"), *Japhaye Hedayat* ("Way for Instruction"), *Rozana* (a health show), *Jawanan*

(“Youth”), and *Kodak* (“Toddlers”). The outlet also produces short films/documentaries on social issues. The manager reported a significant amount of external programming available that could be used for free, yet the outlet seldom utilizes this. Programming is received from NGOs, especially on human right issues, and is paid for.

Major monthly costs include salaries and electricity and total roughly \$3,000. Advertising represents the main source of income (e.g. from Kabul Bank, Roshan, Pamir Cola) and generates up to \$1,000-2,000 per month. The average advertising price for NGOs and businesses is \$5-15 a minute; long-term clients, including Kabul Bank and Roshan, are charged slightly less – approximately \$0.25 per second, the same rate as for death announcements. The outlet receives no sponsored programming. The manager of the outlet reported that the International Security Assistance Force (ISAF) sends DVDs to the office through Nye Express but they have never agreed on a contract.

The outlet is exposed to Iranian influence through the broadcasting of Iranian films.

### **Asia TV Network**

Asia TV Network is a very new TV channel expected to start broadcasting in August 2010. The owner, Mr. Maqsood Ehrari, is a graduate of Herat University’s Department of Journalism, with five years experience in the field of media (Herai TV). His motivation for establishing a new outlet is reportedly two-fold: to create professional media and to work as a business. The outlet will rely on the owner’s private funds for the first six months of activity (he runs a printing press) and eventually on advertising and programming.

### **Saqi**

Saqi started in 2004 as the first private TV station in Herat city. It was established by Mr. Tareq Nabii, a professor at Herat University, and is currently managed by Ms. Haidari, a university student. It experienced a six-month interruption for financial reasons in 2009 and restarted broadcasting in March 2010. The outlet manager complained about the shallowness of TV channels in the country: *“People think that TV is like a shop; far too much of what is seen on TV is without thoughts or policy.”* Saqi aims to address societal problems and is attempting to lead Afghan society towards modernization. Reportedly, fundamentalists and *mullahs* do not like Saqi TV: they perceive it as contradictory to their values. But the manager stressed that *“independence is our pride”* and noted having declined advertising offers when the content of the adverts did not match the vision of Saqi.

The outlet has a 35m antenna located on a 10m office building. Its 1kW transmitter enables a 60km broadcast radius which covers all of Herat city and includes the districts of Gozara, Pashtun Zarghun, and Zindajan. The outlet has fairly good equipment, but major needs include technical support for transmitter maintenance (the transmitter was once held for 10 days at the Iranian border when it was sent to Iran to be repaired), technicians/professionals for studio lighting, and production training for staff. There are 13 part-time and 4 full-time journalists (mainly university students), 5 administrative/marketing officers, and 15 technicians. The

station employs no writers/actors. There are four female staff members. Most staff have some professional capacity, as they are students at the Department of Journalism.

This 100% Dari TV channel broadcasts 17 hours a day (7-12am). Content is 100% locally decided and 50-60 hours of content a week are produced locally. Programs include music, films (mostly Iranian but also Indian, Afghan, and Pakistani if requested by the local population), and political, social and geography programs. Some programs are taken from cable networks, including National Geographic content and films. No programs are bought and there is no sponsored programming.

Major monthly costs amount to \$2,000-3,000. Advertising from local businesses used to represent a major source of income, generating \$3,000-4,000 a month (approximately \$0.20 per second), but this is no longer the case, and indeed the outlet is experiencing significant constraints in this respect. The outlet is currently funded by the owner and the manager.

### **Maihan**

As of September 2010, Maihan TV was in the process of being established.

### **Millat**

Millat TV was launched in 2006 by Mr. Mohammad Nasir. It broadcasts from Ghoryan district and reaches Kohsan district in Herat province, not the city center.

### **Sima-e-Ghoryan**

Sima-e-Ghoryan was set up in 2003 by Mr. Jamshed Azizi, who is also the owner of Neda-e-Subh radio in Ghoryan district. The TV station is managed by Mr. Haqjo.

### **Cable networks**

The following 10 cable networks were identified in Herat: Roshan City Cable, Khoshal Cable, Wares Cable, Herat Cable, Omid Cable, Anwari Cable, Jam Cable, Azizi Cable, Zaher Cable, and Arian Cable. Additionally, Millat Cable recently obtained a license and will begin operations soon. Approximately 60 channels can be viewed through each cable provider, including Indian (15), US (4-5), Arabic (1-2), Iranian (4-5), and Pakistani (2: Khybar and Geo). An estimated 2,000 households in Herat have cable TV, with the average price of one subscription \$4 a month.

## **2.1.2 Radio**

Besides the shortwave radio stations available throughout Afghanistan, there are 22 radio stations available in the district, including 13 local stations, 6 national stations, and 3 stations transmitting from Iran.



Name	Scope	Ownership	Frequency	Antenna location	Broadcast radius
Herat RTA	Provincial	Government	105.2 FM	Herat	20-25km
Zuhal	Provincial	Private	90 FM	Herat	45km
Muzhda	Provincial	Private	91.5 FM	Herat	80km
Baran	Provincial	Private	98.4 FM	Herat	120km
Zindagi	Provincial	Private	90.9 FM	Herat	45km
Sahar	Provincial	Private	88.8 FM	Herat	25-30km
Faryad	Provincial	Private	89.5 FM	Herat	100km
Killid (Herat)	Provincial	Private	88 FM	Herat	100km
Watandar (Herat)	Provincial	Private	87.5 FM	Herat	70km
Sada-e-Jawan	Provincial	Private	92.3	Herat	60-70km
Neda-e-Subh	Provincial	Private	90.4 FM	Shindand	20km
Tanin	Provincial	Private	89.7 FM	Shindand	30km
Sada-e-Azadi	Provincial	Military	88.5 FM	Herat	-
Arman FM	National	Private	98.1 FM	Herat	50km
BBC	International	Public (UK)	89.2 FM	Herat	20-25km
Nawa	National	Private	103.1 FM	Herat	60km
Azadi	International	Public (US)	100.5 FM	Herat	25km
VOA/Ashna	International	Public (US)	100.5 FM	Herat	25km
Noorin	National	Private	94.4 FM	Herat	40km
Radio Dari	International	-	720 KHz	-	-
Radio Iran	International	-	AM	-	-
Voice of Quran	International	-	-	-	-

### **Herat RTA**

Herat RTA was established in 1975. It has a 3m antenna located on a 27m tower on the office building. The 1kW transmitter has a broadcast radius of 10-25km and allows for coverage of the following four districts: Ghoryan, Zindajan, Pashtun Zarghun, and Karukh. An estimated 1 million people live within its coverage area. See Herat RTA (TV) above for details.

### **Zuhal**

This radio station started in 2008 and is owned by Omar Naseer Mujaddidi and run by Maarouf Hassib. It has a 30m antenna located on the office building's roof and a 600W transmitter with a broadcast radius of 45km, covering Pashtun Zarghun, Zindajan, Gozara, and Karukh districts.

There are eight full-time and eight part-time staff members. Seven women are working part-time and two full-time.

The radio station has access to grid electricity, computers, and internet. Major needs include additional computers (currently only four computers are available for 16 staff members), standard microphones, and training in professional journalism. Content is reportedly not an issue for the outlet.

The radio station airs 13 hours a day (7am-8pm), with 100% of content determined by the owner. Programs are on health, social issues, entertainment, and religion.

Major monthly costs add up to \$2,200. Advertising by AWCC, Roshan, Afghan Telecom, Etisalat, and the Afghanistan Independent Human Rights Commission (AIHRC) reportedly covers all costs.

### **Muzhda**

Muzhda started in 2009 and is managed by Aria Raufian. Its 40m antenna is located on the office building's roof. Its transmitter has a broadcast radius of 80km and covers nine districts with apparently excellent quality (an estimated 500,000 people are within coverage). The plan is to increase coverage to Ghor, Badghis, and Farah provinces.

The outlet employs 25 staff members, including 11 full-time journalists, 4 part-time journalists (all graduated from Herat University's Department of Journalism), 3 full-time and 2 part-time actors/writers, 3 full-time administrative/marketing officers, but no technician. There are eight female staff members.

The outlet has grid electricity, computers, and internet access. Major needs include a new sender, support in case of power cuts, and training for journalists.

Programming includes 100 hours a week of locally created content (interactive programming accounts for 80% of all content) and 50 hours a week of music. Free programming is received from the Association for the Blind.

Monthly costs account for \$3,500. Revenues come to \$2,500/month, with social advertising generating \$3 a minute and company adverts \$6 a minute. Additional funds come from the owner when needed.

### **Baran**

Baran was established in 2008 by Mr. Hayatullah Hamid and is currently managed by Mr. Firooz Ah Hiadary Azadani, a student at Herat University. The outlet covers six districts besides Herat through a 1kW transmitter with a 120km broadcast radius. It airs 18 hours a day. Programming includes approximately four hours of music a day, with the remaining program time made up of news and a range of educational, religious, and social programs. All content is produced locally, with the exception of news, which is generally supplied by news agencies, the BBC, or the Afghan Journalism Center (for local news).

Monthly costs of the outlet add up to \$3,500-4,000 and cover mainly rent and salaries for 10 of the 15 people employed (5 are working for the radio on a voluntary basis). The owner's personal funds cover around 60-70% of expenses. Advertising is a very limited source of revenue, reaching \$500-700 per month, mainly from local companies (e.g. Harry Donya Trade Company, Afghan Furniture, Parda Saray-Kush Saya, Alizai Shoe Store, Royal Internet Café). The outlet receives no sponsored programming or other source of funding, although it has

submitted proposals to banks and international organizations, including the US Agency for International Development (USAID) in this regard.

No significant complaints are received from listeners; occasional pressure comes from government authorities in relation to a specific program (e.g. “Word of Politics”). The difficulty in finding good technicians is reportedly a problem facing the outlet.

### **Zindagi**

Zindagi was established in February 2010 by Mr. Mohammadi (chief adviser to the station), Mr. Sadat (owner), and a group of their friends who provided seed funding. All have experience in media (Mr. Sadat is a former RTA employee and Mr. Mohammadi works for Nawa radio and Saba TV). The station currently broadcasts 20 hours a day every day through a total of 25 programs (mainly social content, followed by entertainment and religion). The radio station’s mission is to aid the transition between Afghanistan’s current very traditional society and its democratic future.

The costs of the outlet add up to \$3,000 per month, with its 22 staff members all working on a voluntary basis. So far, the outlet has received only three adverts from local companies (MG Oil, an internet provider, and Isogum) but the plan is to boost marketing efforts to bring in more (e.g. from the Afghan National Army (ANA) and the Ministry of Defense) as well as sponsored programming.

The radio station seems confident and knowledgeable with respect to its audience’s needs, first by having created a number of programs, such as “Quiet Voice,” which addresses the problems of the disabled, and then looking for appropriate sponsors (e.g. AIHRC). As opposed to the more common approach, adopted by donors, of preparing programs and sending them to outlets for broadcasting, this approach allows for a greater cultural sensitivity (which is reportedly often lacking in top-down approaches).

According to the outlet manager, the most active funders in Herat are: the Italian Provincial Reconstruction Team (PRT) (at a press conference in January 2010, the outlet announced that the Italian PRT would provide €700,000 for media in the west of Afghanistan in 2010-2011)<sup>1</sup>; the UN Development Programme (UNDP); and the UN Children’s Fund (UNICEF). Programming/ sponsorship from international organizations was claimed to be too limited, with military assistance generally provided at the expense of peace and “soft” support.

### **Sahar**

Sahar started operations in 2003 and is owned and managed by Homayra Habib, a former student of Herat University’s Department of Journalism who was trained by the Afghan NGO Sayara (2002-2007). It has a 30m antenna with a 600W transmitter, with a 25-30km broadcast radius. Coverage includes the whole city of Herat (600,000 people) and extends 40km to the

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<sup>1</sup> This information was not confirmed by the Italian PRT in Herat.

north (Adraskan, Injil, and Gozara districts), 40km to the south (Ghoryan and Karukh), 20km to the east (Pashtun Zarghun), and 40km to the west (Bagh-e-Millat, Farkahet, and Turgundi).

The station employs 18 staff members, including 6 full-time and 6 part-time journalists, 4 part-time writers/actors, 1 administrator, and 1 finance officer. There are 14 female staff members. All staff graduated with degrees in journalism. The outlet manager is keen on establishing some form of exchange program with journalists outside the country.

The radio station has access to electricity, computers, and internet (provided by Afghan Telecom). Major needs include new mixers, a transmitter, training for technicians, and a new internet connection, as the current one is very slow, allowing only one computer at a time to be connected.

The radio station broadcasts 12 hours a day (7am-7pm). A total of 90% of its programming is focused on women's and children's social issues. External content is provided by Salam Watandar (three hours a day) as well as UNICEF (on health), the World Food Programme (WFP), Coordination of Humanitarian Assistance (CHA), and AIHRC. Doctors and AIHRC representatives are often invited to speak, for one hour a week. Music is broadcast four hours a week (usually on Fridays).

Major monthly costs amount to \$2,400, including salaries of \$1,800 and electricity costs of \$200, among others. Advertising and sponsored programming generate approximately \$2,400 a month (from the Ministry of Information and Culture (MoIC), the Ministry of Public Health, Cetena Group, and Sada-e-Azadi). The cost of an advert is on average \$6 a minute.

### **Faryad**

Faryad ("Shout") started in 2006 and is managed by Mr. Khalil Amiri, a former student of Herat University's Department of Journalism who was trained by Sayara (2002-2007). The station's aim is to create a bridge between the people and the authorities. The 45m antenna is located in Baghcha Machtar. Its 1kW transmitter has a broadcast radius of 100km (the furthest district covered is Ghoryan). Shindand and Obe districts are the only two districts in the province that are not currently covered. The Herat transmitter will soon be sent to Farah province and a new one will be set up in the city. The owner plans to set up a TV station as soon as he can afford it.

There are 25 staff members, 3 female, with 14 journalists (8 part-time, also employed at Voice of America (VOA) and Al Jazeera), 5 writers/actors, 1 administrator, and 2 technicians.

Programming is mostly in Dari (90%), and in Pashto the rest of the time. Content is changed regularly, every six months, to adapt to changes in society, and includes religion, news, social programs, and entertainment. The station used to air programs from Nawa radio but no longer.

Advertising revenues total \$5,000-6,000 a month and cover all costs. Adverts are reportedly placed by UNDP, Sayara, Cetena Group, Nye Express, ISAF (although this is not consistent with

the claims of the PRT/ISAF), telecom companies, and local businesses. Advertising is charged at \$15 a minute for major companies and \$5 a minute for local businesses. One NGO reportedly places adverts on this radio station with a specific focus on fighting insurgents. The owner reported that ISAF had recently funded a strong transmitter for the station (giving it more extensive coverage), which will pay for ISAF's advertising for a certain amount of time.

The manager of the outlet emphasized his eagerness to contribute to the political context across Afghan society. He reported that this vision had led to him being jailed a few times and to two of his journalists being injured by insurgents.

### **Killid**

Killid started in March 2005 and is run by Imam Mohammad. It has a 30m antenna located on an 8m office building. Its 1kW transmitter has a broadcast radius of 100km, covering: Kushki Kuhna, and Robot-e-Sangi to the north; Kariajate Adraskan to the south; Aibland to the east; and Bolo-e-Sare Ghoryan to the west. Over 1 million people are estimated to lie within the coverage area. The manager is keen on adding an antenna in Islam Qala, on the border between Iran and Afghanistan, since the frequency is currently disturbed by the Iranian channel "Voice of Quran."

There are 27 staff members, including 5 full-time and 2 part-time journalists, 6 full-time and 2 part-time writers/actors, 1 full-time administrator, and 3 full-time technicians. Eight staff members are female. There is a general lack of journalism capacity, so training on live programming is a priority, as is training for administrative and marketing staff.

The station broadcasts 24 hours, with 10% of its content coming from Kabul and Kandahar and 90% created locally. There is a full range of programs, including politics (30%), news and local reporting (30%), and social issues, education, and entertainment. The World Radio Network provides around 30 hours of content a week (with 8 hours a week focused specifically on Japanese tradition and culture). Occasionally, content is received from Radio Moscow. Content is occasionally given to other stations for free (to Killid Kandahar, Badghis, etc.). Music is broadcast for 30 hours a week.

Operating costs amount to \$6,000/month, with the exact breakdown unavailable at the time of visit (although the outlet manager disclosed his monthly salary as being \$640). The station is generally funded by Development Humanitarian Services for Afghanistan (DHSA) and the Killid Group, and advertising generates \$15 a minute. No information was given on paid programming.

### **Watandar**

The Herat branch of Watandar started in 2007 and is owned and run by Mr. Said Bashir Tareq. The 12m antenna is located on the roof of Utakae Tujarat (a 15m building). It has a 500W transmitter with a broadcast radius of 70km. Coverage extends to Karukh and Robot-e-Sangi to

the north, Obe to the east, Zindajan to the west, and Adraskan Mountain to the south. An estimated 80% of the population in Herat province lies in the coverage area.

There are 12 staff members, including 6 full-time employees (from 11pm-6am), 4 marketing officers, and 1 security officer/cleaner. Three members of staff are female.

The outlet has access to electricity but the manager explained that the station has to rely on old computers; it had no internet access as of the time of writing this report. General training for staff and funding were expressed as major needs.

The radio station airs 24 hours a day, in Dari and Pashto equally. Programming includes music (50%) and *Paiam-e-Sabtshoda* (recorded phone messages) on community problems and requests.

Operating costs amount to \$3,200 a month on average, broken down into \$1,500 for salaries, \$200 for electricity, \$1,000 for rent, and \$500 for miscellaneous expenses. The price of advertising ranges from \$10-50 a minute. Advertising space is purchased mainly by mobile phone companies and banks. This generates an average of \$3,000 in revenue a month.

### **Sada-e-Jawan**

Sada-e-Jawan, also known as “The Mother Radio,” was launched in 2004 and was the second private radio station established in Herat. It operates within Herat University, set up by Sayara as part of the Novice Journalism Training Program (NJTP). Between 2003 and 2007, NJTP aimed to build human resources for media through existing institutions. The program also set up radio stations within universities in Mazar, Kandahar, Jalalabad, and Khost, but the Herat case turned out to be one of the most successful and innovative, thanks to the receptivity of the trainees and the environment at large.

The radio is currently run by Mr. Yahya Azimi Musawi, a professor in the Faculty of Literature, who was present at the time of the Sayara training. The content is determined almost fully by the journalism students, who work at the radio station as part of their practical curriculum (not compulsory). Every semester, groups of 30 students from the Department of Journalism (enrolled in the second to fourth years) can gain exposure to a range of aspects concerning radio management, including reporting, production, news reading, and technical aspects.

The station radio broadcasts approximately 10 hours a day, mainly in Dari (60%) and also in Pashto (20%) and English (20%). A total of eight hours of locally produced content is created every week. Programming focuses on culture and education (60%), with the remainder on social issues, news, and politics. Live programming (call-in shows, quizzes, etc.) accounts for a significant proportion of airtime (60%). Salam Watandar is broadcast three hours a day and paid programming is placed by Internews and Handicap International (on narcotics and literature). Additionally, free programming is received from Internews. Death announcements are also placed. Music is broadcast for five minutes an hour.

Sada-e-Jawan has an 11m antenna located on top of the university building (the overall height is 52m) and a 300W transmitter which covers the inner city and the districts of Gozara, Injil, Ghoryan, Karukh, and Zindajan. The outlet has grid electricity, internet access, and computers, and has recently moved to a new location (the new Herat University campus). With Internews having provided equipment, content is what the radio is really missing – “*We want access to fresh and new content*” – as well as training on how to work in a dangerous place.

Students are all working on a voluntary basis, hence monthly operation costs total only \$2,000-2,500, for electricity, small capital expenditures, and food. Sources of income include paid programming from Internews (the only organization the outlet can rely on, with a one-year contract), Handicap International, and Afghan Independent Radio Association (AIRA) (in the range of \$1,000-2,500), as well as advertising from local and national companies, including Pamir and Safi, which generates \$1,000 per month.

The manager reported that the radio station is struggling to become financially sustainable (costs are not always covered and in some cases professors and students must step in and cover expenses). It lacks a powerful and functional transmitter (the current 300W transmitter is too weak) and its educational/scientific content makes it unappealing to local companies searching for advertising space. He also said that the development of human capacities in the local media had reduced considerably since the end of Sayara’s support.

### **Tanin**

Tanin started activities in 2008 and is managed by Mohamd Gul Khair Khwa. Its 30m antenna is located in Shindand district, where no other outlet is present. Its 150kW transmitter has a broadcast radius of 30km. Coverage extends 35km to the north to Adraskan district, 20km to the southeast to Dolog, 20km to the west to Okaland, and 20km to the south to Kuhaye Bakwa. An estimated 500,000 people are within its coverage area.

There are nine staff members, including one full-time journalist, six full-time actors and writers, one marketing staff, and one administrator. There are no female staff members. With no access to grid electricity, the outlet relies on a public generator for four hours a day and a private generator the rest of the time. Major needs include an antenna engineer for maintenance and internet access.

The radio station broadcasts 14 hours a day, in Dari and Pashto equally. A total of 60% of programming is decided on locally, equivalent to seven hours a week. The other 40% is provided by other networks, although no content is purchased. For example, Tanin has an agreement with Salam Watandar to broadcast content for three hours a day (until the end of 2010). Occasionally, NGOs (e.g. Internews) provide programming on social issues (human rights, the dangers of smoking, etc.) and some entertainment programs. Programming topics generally include health (25%), politics (30%), and education (25%), with culture and entertainment making up the rest. Music is broadcast for a total of 21 hours a week. The radio station

broadcasts three hours of live programming each day – political, social, and entertainment shows in which listeners can take part, mainly by phone, but sometimes by letter.

Costs include salaries (\$800), electricity (\$500), and other expenses (\$300). Major sources of income include sponsored programming (now \$600 a month from Salam Watandar) and advertising, mainly from local businesses and Internews (e.g. on human rights and Musharekat-e-Milli (“National Participation”), as well as from death announcements (\$14,000).

### **Sada-e-Azadi**

Sada-e-Azadi, a military radio station, was established in May 2010. It currently employs three local journalists (Mr. Haroon Habibi, Mr. Farid Kazim, and Mr. Hamedullah Ahmadi). The bureau chief is an Italian journalist, Sonia Mancini.

### **2.1.3 Newspapers**

A large number of publications are reportedly present in Herat, including local publications. These are presented in brief below.

Nye Express plays a significant role in supporting the flow of publications from Kabul. The Herat office is managed by Mr. Kamal Naser Milgaray and his assistant Mr. Abdul Qayum. It serves Herat, Badghis, Ghor, and Farah provinces. It used to function through a network of 50 *ghorfa* (stalls) until the municipality ordered the removal of a large number of these. Reasons behind this policy are to date unclear, although some felt it was political, because the print outlets were believed to be counteracting the government. Nye in Herat thus currently relies on only 20 *ghorfa*, although not many were spotted in the city and the major bookstore in the city reported that they had been abolished completely. There is no distribution to surrounding villages, since most outlets do not have the budget for this (with the exception of Sada-e-Azadi, which is distributed for free).

Fieldwork showed that the only bookstore selling printed press in the city (Ebne Arabi) sold only Killid and Mursal magazines (approximately 100 of each supplied by Nye Express on a weekly basis), Doorbin and Royesh (local publications, approximately 20 copies a day), and Etifaq-e-Islam (local newspaper, 10 copies sold a day).

### **Etifaq-e-Islam**

This government daily newspaper was established in 2002 and has since been managed by Mr. Obeid Omid Elahi. It prints 2,000 issues a day, sold at a unit price of \$0.04. Articles are mainly in Dari (70%), with some in Pashto (20%) and English (10%).

The outlet decides some of the content (25%) but most is decided in Kabul (75%). It includes mainly historical topics, social issues, and news. This publication is distributed in six districts, including Injil, Gozara, Obe, Chishti Sharif, Gulran, Ghoryan, and Zindajan. The manager said that the newspaper has 8,000 readers.



The outlet employs six journalists (three full-time), four writers, and four administrative staff (three in charge of distribution). One staff member is female. Monthly costs amount to \$1,000. Advertising is placed by AIHRC (free) and the UN Assistance Mission in Afghanistan (UNAMA) (paid). Major needs include broadband internet (the current Afghan Telecom connection is too slow), training on content (e.g. law and general rights), benefits for staff, and computers.

### **Akhbar-e-Roz**

This daily newspaper started in 2006. It belongs to an association called Mutakhasesan (“Specialists”) and is run by Mr. Mohammad Sidiq Mir. Content is mainly Dari (90%), and 70% is local. It includes *tanz* (polite joking), poems, news, educational topics, economics, politics, and science. It is distributed only in Herat city and in government offices. The outlet has access to computers and grid electricity and does not report any major problems with regard to content.

There are six staff members, three of whom are part-time journalists. One is female. All are working on a voluntary basis, except one who is paid \$60 per month.

Monthly costs include this salary, \$80 in rent, and \$80 in other expenses (electricity is free), to a total of \$220. Printing is funded from the manager’s private budget and the board of professionals supporting the outlet. Occasional advertising comes from the Election Commission (\$30 a page).

It was reported that some journalists working for this publication had been beaten up by the police, and other journalists had been taken to court because of the content of their articles.

### **Arj**

This is a Dari three-page weekly magazine which started in 2008. Besides Herat city, it is distributed to Badghis, Ghor, Farah, and Nimroz provinces. Its focus is political (critical of the government) and social. The magazine has launched an appeal to encourage writing on sensitive issues, such as the killing of political leaders, but no writer/journalist has so far been engaged in such a project.

Staff members include four journalists (two part-time), three full-time writers, five administrators/marketing officers (two part-time), and two technicians. Female staff make up 60% of the total.

Monthly costs include \$300 for salaries, \$100 for electricity, and \$200 for maintenance, to a total of \$600. These costs are funded by monthly revenues from sales of the magazine (\$1,600), advertising (the average price for a full-page advertisement is \$100), and additional funding from members of the board and some NGOs.

The magazine has been exposed to pressure and criticism from Iran owing to the content of some of its articles.

## 2.2 New media

### 2.2.1 Mobile media

Mobile phones are not really used as a source of information in Herat. Besides calling, ringtones and video clips are exchanged through mobile phones, especially among youth, who download them from a number of computer and video shops in the city.

### 2.2.2 Internet

As in all major cities in Afghanistan, internet is provided by a number of service providers (e.g. Aria Cell and Safraz Bahador in Herat) and telecom companies (e.g. Afghan Telecom). The fiber optic cable has reached Herat from Iran but still does not represent a convenient option. The plan to set up a 3,200km-long internet backbone across the country (through Kabul, Kandahar, Herat, and Mazar, and then off to Tajikistan, Uzbekistan, and Pakistan), which would ensure quick internet and telecom services at low prices, is experiencing considerable security constraints in a number of areas, including between Kandahar and Herat.

Below Kabul Bank's offices in Herat city, close to Chawk-e-Gulha, there is an underground area with a number of internet shops (20 small booths), providing internet access to the general public. Every café has approximately 30 users a day and charges customers (95% young men) \$0.80 per hour. Connection quality is generally good. Several hotels in the city provide internet access to their customers and/or the general public.

## 2.3 Media and information actors

### 2.3.1 Government

Government media outlets include Herat RTA (TV and radio) and Etifaq-e-Islam newspaper. There is one representative of MoIC (Mr. Walisha Bahra) and one Bakhtar News Agency (BNA) representative (Dr. Jelani Farhat). Herat University has a Department of Journalism within the Faculty of Literature. There is one public library, between Chawk-e-Gulha and Chawk-e-Cinema.

### 2.3.2 Outlet managers and journalists

Herat has two journalists' associations, the South Asian Free Media Association (SAFMA) and the Afghan Journalism Center. The former is reportedly not very active and the latter is said to be used for personal purposes. Mutakhasesan (which owns Akhbar-e-Roz newspaper) has a learning center, which is said to provide training to journalists.

A number of problems reportedly affect journalism in Herat. Since Ismail Khan (former Herat governor, current Minister of Energy and Water) came on the scene, however, the pressure seems to have decreased significantly, although friction still arises when outlets contradict the government (Faryad radio, for instance, told a number of anecdotes related to rejection of the

content of its broadcasts, as did other news agencies and media outlets) or when fundamentalists and religious figures deem outlets excessively liberal (e.g. Saqi TV). *“There is pressure from the government, from political groups”* (outlet manager). Outlet managers reported visiting a refugee camp and then being prohibited from preparing a report. Others claimed, *“When our programming addressed electricity issues in the country, we were cut off from our power supply for one week, with clear detrimental effects to our outlet”* (Herai TV).

Besides affiliations and pressure, lack of initiative hampers journalism, in an environment where investigative journalism could abound (e.g. destruction of historical areas, women in prison, self-immolation of women): *“Journalists just wait for accidents to happen and go to report on them ... there is no research going on”* (media NGO in Herat). Insecurity of journalists is an issue in specific districts (e.g. Kushki, Shindand, and Ghoryan).

The geographical proximity of Iran unsurprisingly means a certain amount of Iranian influence in the Herat media. Such influence plays out in a number of ways: the local population can access Iranian media (e.g. Radio Dari broadcasting from Mashhad, Radio Farda heard on AM, and four TV channels through cable); Iranian content is found in the programming of local media (Herai and Saqi TV broadcast Iranian films); and the financial structure of local outlets sometimes includes Iranian support. Indeed, although no outlet interviewed openly admitted to this, it has been suggested that a number of Afghan publications distributed in Herat city receive funding from abroad (e.g. Tawana and Payam-e-Sadeq). *“Iran financially supports some of the radio stations and it is very dangerous”* (outlet manager) and *“at least 25 publications are supported by Iran and oppose the Afghan government and the foreign troops.”* In November 2009, the Consul of Iran reportedly invited 20 journalists working in Herat to tour Iran and visit outlets in the country. This was an unofficial visit, without the awareness of MoIC. A couple of outlet managers (Faryad radio and Asia TV Network) reported having received offers of advertising, equipment, and funding from the Iranian Consul (following a program on Iran’s persecution of Afghans) in exchange for their broadcasting specific programming.

Meanwhile, Killid is keen on setting up a new antenna on the border, since the Iranian channel “Voice of Quran” significantly disturbs its frequency. Furthermore, Arj newspaper has reportedly been exposed to pressure and criticism from Iran because of the content of some of its articles.

### **2.3.3 Other content providers**

Salam Watandar is broadcast by four radio stations, including Neda-e-Subh, Tanin, Sahar, and Sada-e-Jawan, for three hours a day. These radio stations also receive additional paid or free programming from a range of providers, such as Internews (Tanin, Sada-e-Jawan); the Association for the Blind (Muzhda); UNICEF and WFP (Sahar); Handicap International (Sada-e-Jawan); World Vision; and Radio Japan and Radio Moscow (Killid).

### 2.3.4 Media NGOs

Internews, the Institute for Media, Policy and Civil Society (IMPACS), and Sayara have supported Herat media outlets in the past. Sayara's trainings in 2003-2007 have had a significant impact on the development of the journalistic and media-related capacities of the local media. Of seven former Sayara trainees from Herat, three currently own and manage outlets in Herat (including Faryad and Sahar radio stations), one is running an outlet in Badghis, and three are working in media abroad.

IWPR and the International Foundation for Electoral Systems (IFES) are reportedly the only two NGOs conducting trainings for journalists in Herat (Nai Supporting Open Media and Mediothek have no offices in the city). IWPR has had an office in Herat since 2003 and is currently managed by Mr. Sadeq Behnam. The NGO's training themes range from war reporting to feature stories (depending on feedback received from trainees) and training targets young journalists. IWPR has trained 90% of journalists of the province (approximately 120 journalists since the start). Additionally, it offers internet facilities through a media center, publishes professional guides on journalism, and provides some funding to journalists.

IFES organizes trainings with a specific focus on elections.

The Afghan Journalism Center is an NGO established with the aim of offering a six-month program for journalists, but this has received opposition from Herat University (specifically the Department of Journalism). The general complaint is that the center is trying to offer the university's four-year course in a shorter period of time.

### 2.3.5 Insurgents

No particular involvement of insurgents in the media in Herat was reported.

### 2.3.6 Military

The Italian PRT in Herat<sup>2</sup> works actively with the governor and receives coverage (mainly on RTA): *"We don't need our own radio station, we work with the governor – his coverage is our coverage on local news."* The PRT does not place advertising or spots on local outlets, but reportedly provides approximately €10,000 a year for media development (through the government, which distributes according to need). Sada-e-Azadi does not place advertising on local radio stations either. It has recently interrupted its spots on TV channels but will reportedly start again shortly.

Two local outlets (Saqi TV and Zindagi radio) claimed that in January 2010 the Italian PRT had announced €700,000 in funding for the development of media in the west of Afghanistan. The PRT has not confirmed this information. The Italian PRT has so far been involved in supporting

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<sup>2</sup> The Italian PRT in Herat has so far provided €5.5 million (through the Italian Ministry of Defense) for development in Herat. Furthermore, it is the first PRT to have access to the US Commander's Emergency Response Program (CERP) funds (approximately €15 million). Public works, including electricity, are among its competencies.

human capacity in the local media by setting up partnerships with the University of Milan and sending approximately 20 students to attend journalism courses (the most recent exchange program was organized in June 2010).

### **2.3.7 Others**

The provincial coordinator for the UNDP's Gender Empowerment Program (GEP), Mr. Noor Agha Taheri, reported that UNDP had recently (April 2010) supported the Department of Women's Affairs (DOWA) with equipment (camera, recorders, computer DVD players, etc.) to strengthen the department's capacities with respect to its weekly TV program broadcast through Herat RTA ("Women and Society"). Thanks to this support, the program no longer relies on Herat RTA's journalists or facilities<sup>3</sup>. A workshop was also organized with outlet managers in Herat (including Faryad, Killid, Sahar, and Zohal radio stations; Herat RTA, Noor TV, Herai, and Taban TV stations; and a few magazines) to support coordination between DOWA and the media in relation to gender awareness. The possibility of DOWA functioning as a monitor to assess local outlets' coverage of gender awareness was also discussed. The Afghan New Beginning Program (ANBP), which represents UNDP's largest project in the west of Afghanistan, aimed at addressing the process of reintegration of former armed groups, is a further example of support provided to media.

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<sup>3</sup> DOWA also publishes one quarterly magazine (Oruj, formerly called Hawa).

### 3 Audience

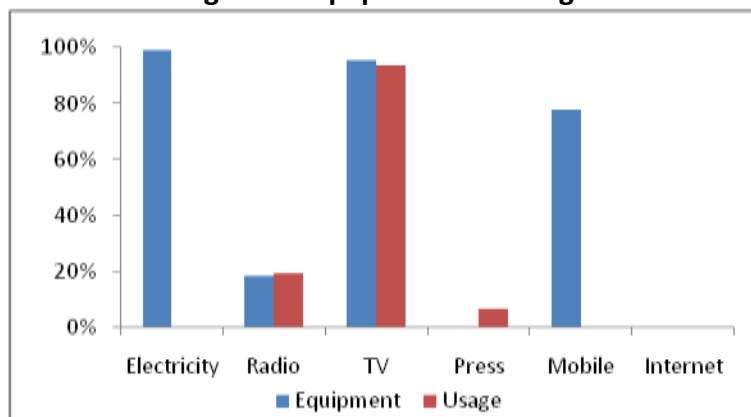
The following is a description of the audience in Herat city, based on data collection through 190 close-ended interviews and 435 phone interviews with 61 unique media users. Additional qualitative fieldwork was conducted in the city and the province through paired interviews and community case studies. Qualitative results in cities are the focus of a detailed analysis in the national survey report. Therefore, we present here only a brief insight into Herat’s audience.

#### 3.1 Equipment and usage

##### 3.1.1 Household equipment

All interviewees in Herat city have access to electricity, and the city has had a consistent supply for a long time. As a consequence, nearly all interviewees (95%) have access to at least one TV set. Of the few interviewees without, the main reason given was that they prefer the radio.

**Figure 1: Equipment and usage**



Quite surprisingly, only 18% of households declared owning a radio set. In the 2005 survey, the penetration rate of radio in Herat city was 93%. The main reason given for this was preference for TV (83% of interviewees), but lack of time was also mentioned (27%).

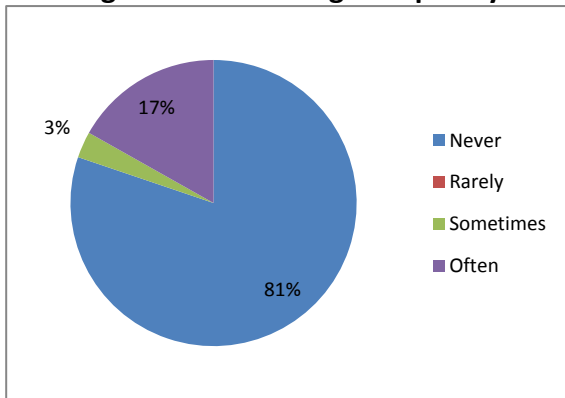
Some 78% of respondents have a mobile phone, but none reported having internet at home.

##### 3.1.2 Sources of information and media usage

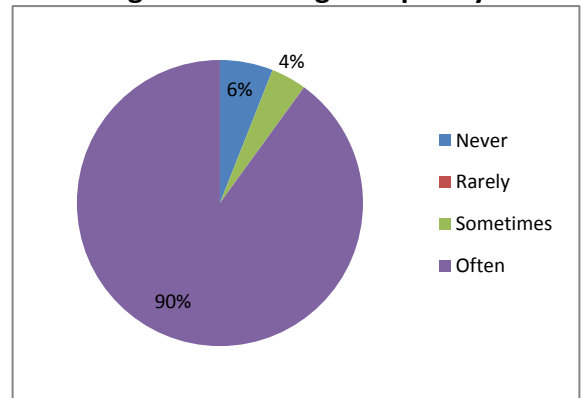
A strong preference for TV has already been established: TV is the preferred and most trusted source of information for the vast majority of interviewees on all tested topics. Traditional sources such as friends, family, *mullahs*, or experts were mentioned very rarely.

TV has a solid presence in Herat, in terms of not only penetration but also usage frequency: 90% declared watching every day. Radio is also used often by the few who prefer it to TV.

**Figure 2: Radio usage frequency**



**Figure 3: TV usage frequency**



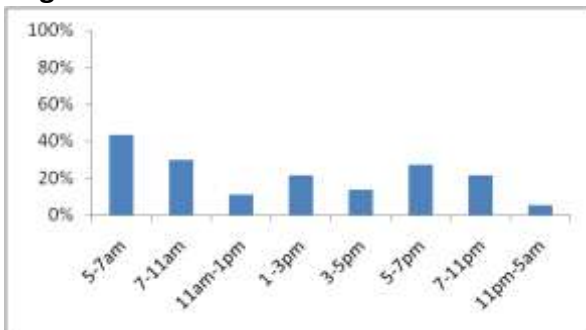
Only 7% of interviewees declared reading the printed press from time to time. Of these, the majority read newspapers or magazines about once a week.

Finally, only 1% of interviewees declared connecting to the internet occasionally.

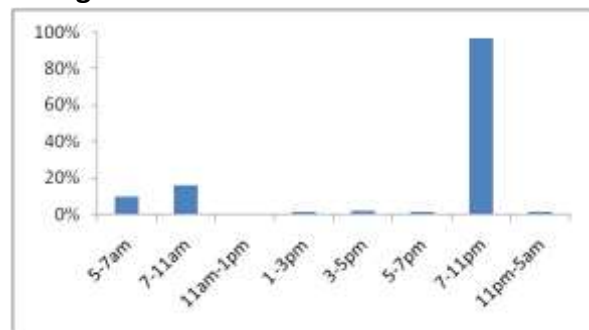
### 3.1.3 Usage patterns

Radio is listened to during the whole day, with a slight preference for early morning (5-7am), essentially at home. TV is clearly watched in the evening, from 7-11pm, also at home.

**Figure 4: Preferred times to listen to radio**



**Figure 5: Preferred times to watch TV**

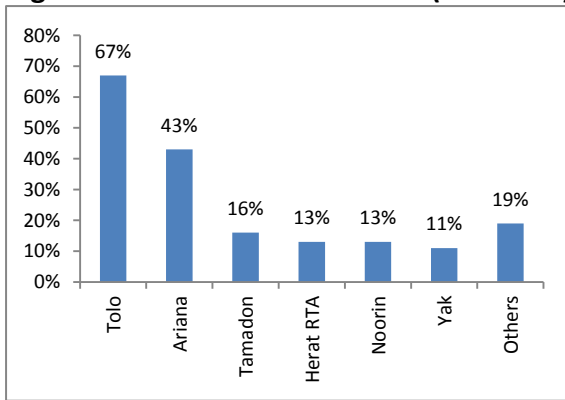


## 3.2 Preferences

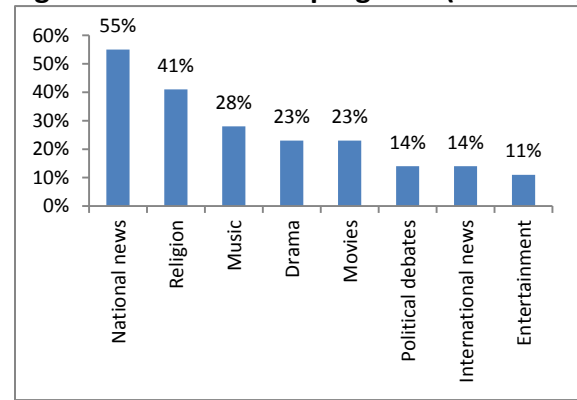
### 3.2.1 Television

The preferred TV channel by far is national Tolo, mentioned by 67% of interviewees, followed by Ariana (43%). The first placed local channel, Herat RTA, is in fourth position overall, mentioned by 13%. Audience survey data reflect these self-declared preferences: Tolo and Ariana were the channels with the greatest share over the monitored period of time.

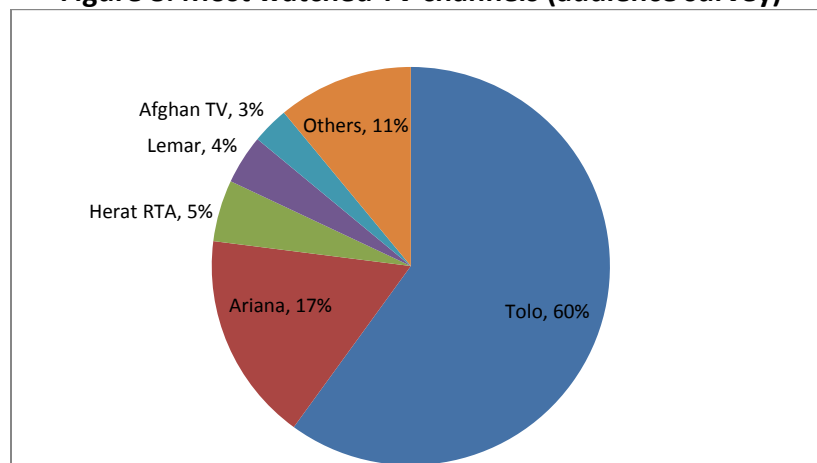
**Figure 6: Preferred TV channels (3 choices)**



**Figure 7: Preferred TV programs (3 choices)**



**Figure 8: Most watched TV channels (audience survey)**



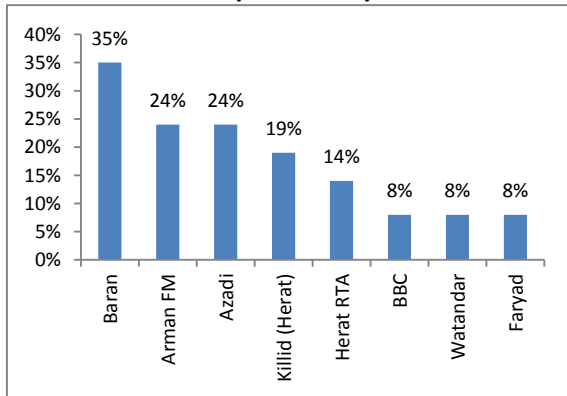
Programs mentioned in Herat as preferred are quite varied and reflect the multiplicity of profiles to be found in a large city. National news is quite important, as are religious programs. Drama, music, and other entertainment programs are also quite strongly represented. Interest in local news is extremely limited.

### 3.2.2 Radio

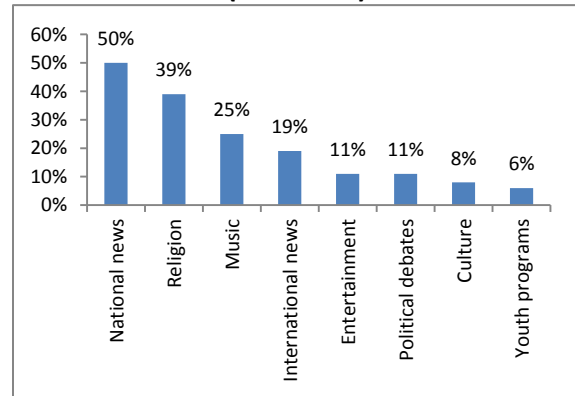
The few radio users in the sample listen to a wide variety of radio stations. The station mentioned the most was Baran. Arman FM, Azadi, and Killid were among the preferred stations for about a quarter of interviewees. Arman FM and Azadi also rank relatively high with respect to audience share (second and third, respectively), but Baran does not appear in the audience survey data – Watandar takes the largest audience share (29%).



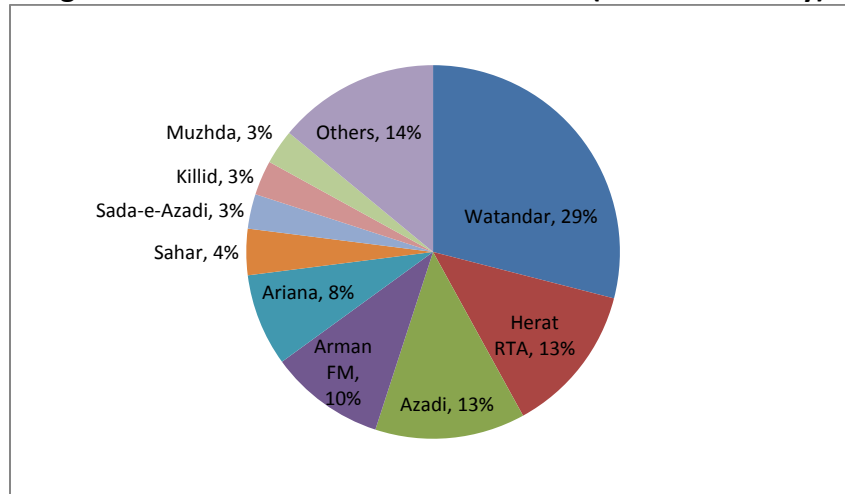
**Figure 9: Preferred radio stations (3 choices)**



**Figure 10: Preferred radio programs (3 choices)**



**Figure 11: Most listened to radio stations (audience survey)**



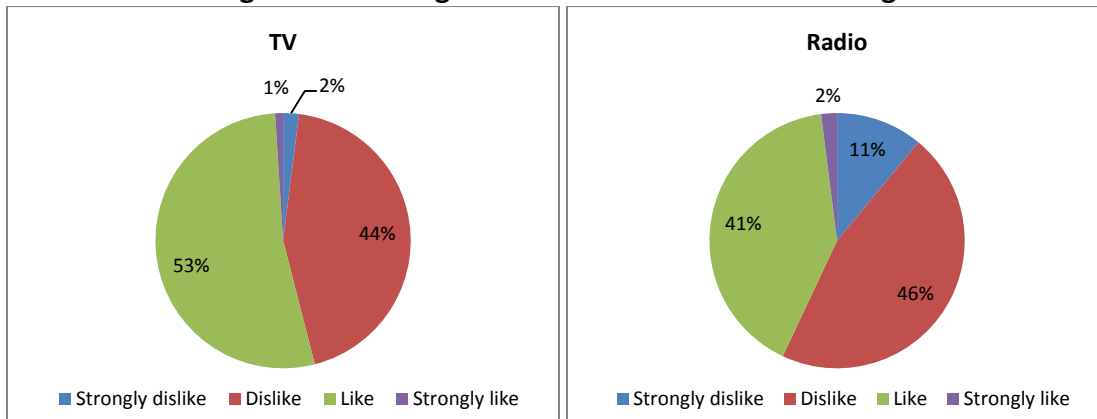
### 3.2.3 Printed press

The preferred newspaper among the small sample of newspaper readers in Herat is Eftaq-e Islam (54%), followed by a large number of newspapers and magazines that have a small readership in the city (Killid, Hasht-e-Subh, Azadi, Mursal, etc.).

### 3.2.4 Advertising

Herat interviewees are exposed to commercial advertising mostly through TV, their preferred media type. Nearly half of Herat TV viewers tend to dislike advertising, which is unusual in Afghanistan in general but more frequent in the main cities. Advertising is considered fairly useful, but there is a general feeling that there is too much of it.

**Figure 12: Feelings towards commercial advertising**



### 3.2.5 Personalities

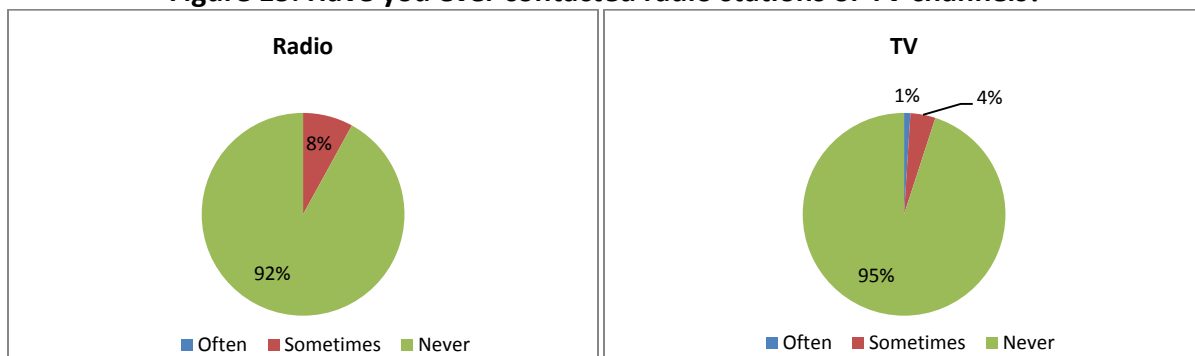
The personality Herat interviewees mentioned most (40%) as someone they would like to hear or see on the media was Mawlawi Mujeeb-ul-Rahman, the *mullah* of Gazar Gah shrine (a Sufi shrine close to Herat). Other personalities were either religious figures, such as Ayatollah Mohseni of the Khatam-ul-Nabehin *madrassa* in Kabul and Dr. Zaker Nayak, or political figures, such as President Karzai, former presidential candidate Dr. Abdullah Abdullah, and MPs Yunus Qanooni and Ramazan Bashardost.

## 3.3 Perceptions and impact

### 3.3.1 Participation

Participation in the media is very low in Herat: only a fraction of radio or TV users have ever contacted the media. When they do, it is mainly to request songs. This is consistent with the low interest in the local media in general. For people in Herat, unlike in rural Afghanistan, people consider the media to reflect Afghanistan at large, not their community in particular. They use the media to be informed or entertained, not to hear about themselves.

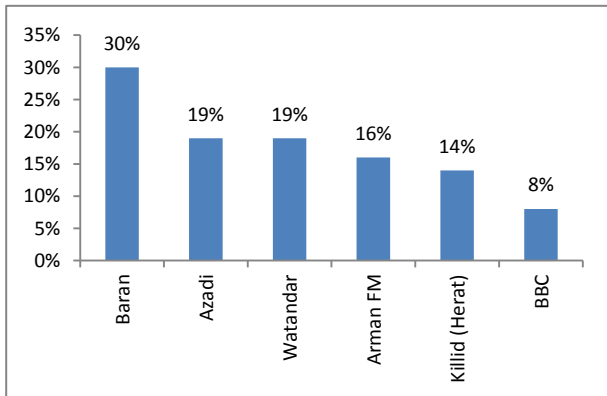
**Figure 13: Have you ever contacted radio stations or TV channels?**



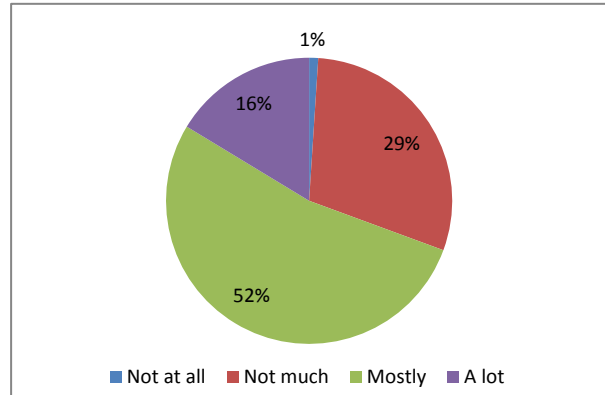
### 3.3.2 Trust

Stations the most listened to are the most trusted: Baran was the most preferred favorite station and it is also the most trusted. Azadi follows the same pattern.

**Figure 14: Which radio stations do you trust most?**



**Figure 15: Do you trust what you see on TV?**

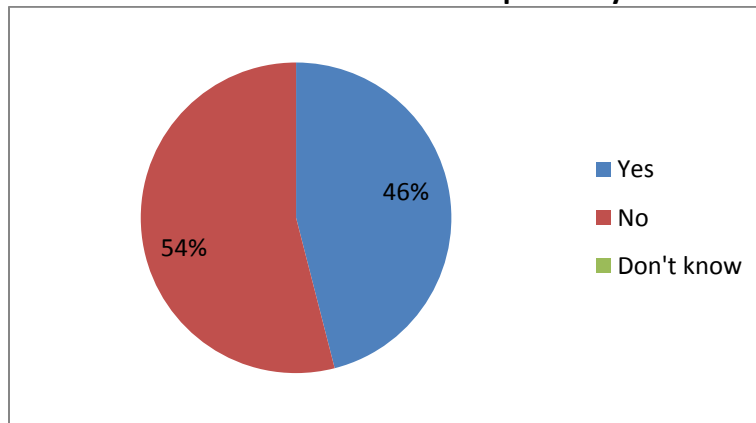


Herat interviewees expressed at least some caution about what they see on TV: 29% said they do not trust it much and 52% trust it mostly, meaning they do not trust everything they see.

### 3.3.3 Perceptions of the local media

Only a small portion of Herat interviewees actually listen to or watch the local media – for lack of interest and because of the large diversity in terms of the media available. Those who do access local media seem somewhat satisfied with the quality.

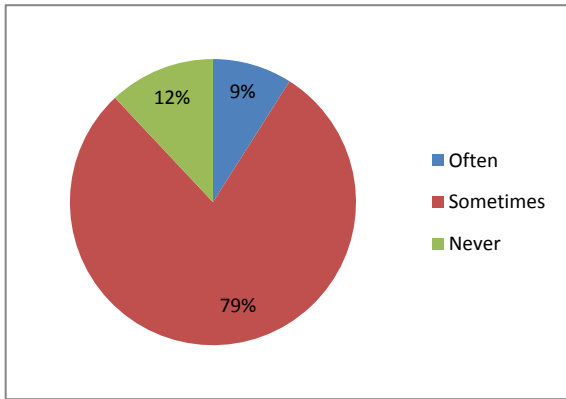
**Figure 16: Does the local media have an impact on your community?**



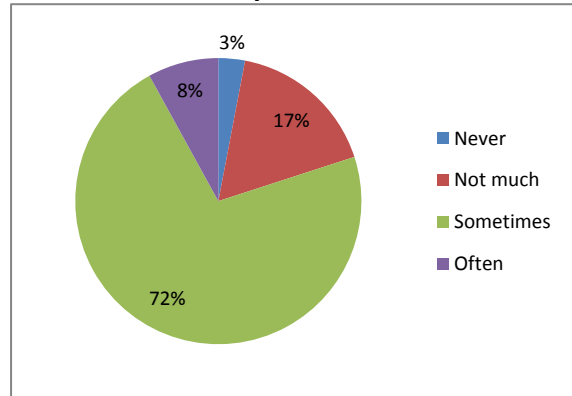
### 3.3.4 Circulation and impact

Most interviewees in Herat acknowledged that TV brings new and beneficial ideas and helps them shape their opinions. They tend to discuss these ideas and the information they receive with friends and family.

**Figure 17: Do you discuss what you hear on the radio?**



**Figure 18: Can radio make you change your opinions?**



## 4 Conclusions and areas of opportunity

Herat has a lively media landscape and, after Kabul, is the city with the largest number of broadcast media outlets, with almost 20 TV channels and over 20 radio stations. Antennas located in the city generally allow for good quality terrestrial coverage by major broadcasters, as in all major cities in Afghanistan.

The presence of a Department of Journalism with a successful radio station at Herat University suggests a relatively lively journalism community. However, journalists' associations are reportedly not very active and, compared with other major cities, such as Kabul and Mazar-e-Sharif, Herat has a smaller presence of media NGOs (Internews and Nai, for instance, are not operating).

Interviews with outlet managers suggested that several factors are hampering the independence of the media: a general lack of advertising culture in the province (despite a developing local economy, nurtured by a number of import-export companies driven by the city's proximity to Iran); the steady increase in the number of local outlets, resulting in a decrease in the price of advertising and in the number of sponsored programs that can be received from NGOs; and the limited broadcast range of local outlets which, together with programming that excludes music to a great degree (e.g. Sada-e-Jawan radio, Saqi TV), makes local outlets generally unappealing to advertisers. Furthermore, most outlet managers feel sidelined by central government controls, and consider it unfair to have to pay approximately \$2,200 per year to the Ministry of Communications and Information Technology and \$500 to the Afghanistan Investment Support Agency (AISA) regardless of their location and size.

A number of radio stations and TV channels in Herat are fed with external content. However, the extent to which outlet managers value such provisions and perceive this to be an opportunity to increase the quality and diversification of content is an open debate. A very limited number of outlet managers interviewed mentioned "content" as a major need, the priorities rather being training for staff and better equipment and facilities in support of the outlet. Faryad and Sada-e-Jawan are worth mentioning as two outlets that have developed a greater awareness of the importance of content, through the former's flexible programming and the latter's call for "*fresh and new content.*"