



Afghan Media in 2010

Priority District Report Jalalabad (Nangarhar)

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1 Methodology

Key informant interviews (KIIs) were conducted with managers of the following outlets in Jalalabad: Nangarhar Radio Television Afghanistan (RTA); Muram radio; Abasin radio; Safa radio; Nargis radio; Sharq radio/TV; Killid radio; Gulab magazine; and Meena magazine. Additional information was gathered from the Nye Express representative in Jalalabad (the distribution network for newspapers and magazines).

Additionally, a total of 190 close-ended interviews were conducted with both men and women. Fieldwork took place in April and May 2010.

Audience data were also collected for 61 individuals living in Nangarhar 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

Jalalabad has seen a significant increase in the number of outlets since 2006, including two new TV channels and six new radio stations. Print media has also developed, with a Nye Express office established in 2007. The city does not stand out for having the greatest exposure to media (Herat and Mazar-e-Sharif, for instance, feature greater terrestrial coverage and a slightly higher number of local outlets), but its media landscape is developing in a unique manner, with the growth of one media group that comprises, among others, a TV channel, a newspaper, and three radio stations.

Grid electricity is provided by the Darunta Dam, which serves the entire province, allowing households to use TV. There are 10-15 shops selling TV sets (at \$40-400) and satellite dishes (\$140), and some 30-40 ice cream shops showing cable TV for customers. The availability of cable in urban areas explains why relatively fewer dishes can be spotted on houses there, compared with in cable-less peri-urban and rural areas.

Bookstores are found throughout the district (60-70), as well as newspaper/magazine stalls (30-40), with male youth the main customers. A total of 17 private printing presses and 7 film production companies exist: Shaaf Film, Boha Duri Film, Ewad Film, Nangarhar Film, Spin Ghar Film, Salem Zai Film, and Shaiq Film (owned by the Shaiq Network). All phone operators are present and all offer good reception. There are 40-50 Public Call Offices (PCOs) selling phone equipment and scratch cards and offering calling services, especially serving people from rural areas that do not have phones.

2.1 Media outlets

Jalalabad has access to eight terrestrial TV channels, two of which are local, and 15 radio channels, 11 of which are local. Seven newspapers and magazines are distributed in the district, two of which are local.

2.1.1 Television

Besides satellite channels, eight TV channels are available in the district, two of them local.

Name	Scope	Ownership	Antenna location	Broadcast radius
Nangarhar RTA	Provincial	Government	Jalalabad	45-50km
Sharq	Provincial	Private	Jalalabad	40km
Tolo	National	Private	Jalalabad	50km
Lemar	National	Private	Jalalabad	35km
Shamshad	National	Private	Jalalabad	30-160km
Ariana	National	Private	Jalalabad	35-75km
Tamadon	National	Private	Jalalabad	36-40km
Saba	National	Private	Jalalabad	45km

Nangarhar RTA

This state-run TV channel was established in 2006 and is currently run by Mr. Zulmay. It covers 42 countries by satellite. It employs a total of 90 staff members (for both TV and radio), including 10 journalists, 2 administrative/marketing officers, 8 technical staff, and 70 non-journalists, including writers and producers. There are 12 female staff members. It broadcasts 24 hours a day, with 20% of programming from Kabul/other provinces and 80% produced locally.

The station broadcasts 45% in Pashto, 45% in Dari, and 10% in Pashai. Music makes up 15% of the total content. The outlet's costs were not disclosed. Advertising space is sold mainly to the government and local traders, at an average price of \$0.70 a second. Training for staff and new studios were among major needs mentioned.

Sharq

This TV station was set up in 2008 and is part of an expanding media network established by Mr. Shafiqullah Shaiq, which includes: Shaiq newspaper (2002); Sharq radio (2003); Cable Shaiq and Shaiq Film (2004); a training center for 250 journalists (2006); Nargis radio (2007); and, very recently (August 2010), Menbar radio. The owner is planning to set up a radio station and a TV channel in other Pashtun provinces, with the objective of addressing conflict there. He cited promoting security through the media as one of his priorities: *"Donors should help the media in Pashtun areas, because the media can help bring security."*

The outlet has a 45m antenna located on top of the Shaiq Network office, where the owner's other outlets, Sharq radio, Nargis radio, and Menbar radio, are also located. A 500W transmitter allows for 40km broadcast coverage. The network employs a total of 64 staff members, including 26 journalists, 16 non-journalists, 2 administrative staff, 8 technicians, and 21 other workers. Six staff members are female.

The TV station broadcasts 18 hours a day (5am-11pm) and programming includes music (four hours a week) and local programming (six hours a week). Ten hours a week of free programming is received from local journalists. Monthly costs (for Sharq TV/radio and Nargis radio) include \$12,000 in salaries, \$3,000 for electricity, \$1,200 for security, and \$3,000 for food and transportation. Major sources of income include paid programming (\$30 a minute – up to

\$100 for political programming – and advertising (\$50-70 a minute). Training on transmitter maintenance and management training for staff were identified as major needs.

Cable networks

There are three cable networks: Afghan, Asia Cable and Cable Shaiq. These serve an estimated 80% of households and 20% of shops, with an average subscription price of \$4 a month.

2.1.2 Radio

Besides the shortwave radio stations that are available throughout Afghanistan, there are 15 radio stations in the district, 11 of them local.

Name	Scope	Ownership	Frequency	Antenna location	Broadcast radius
Nangarhar RTA	Provincial	Government	93 FM	Jalalabad	50km
Muram	Provincial	Private	97.8 FM	Jalalabad	60km
Abasin	Provincial	Private	91.8 FM	Jalalabad	60km
Safa	Provincial	Private	89.7 FM	Jalalabad	60km
Nargis	Provincial	Private	88.6 FM	Jalalabad	60km
Sharq	Provincial	Private	91.3 FM	Jalalabad	60km
Killid (Nangarhar)	Provincial	Private	88 FM	Jalalabad	60km
Menbar	Provincial	Private	87.5	Jalalabad	60km
Shamshad	Provincial	Military	-	Shinwar ISAF base	-
Khogyani Ghag	Local	Military	-	Khogyani district	-
Spin Ghar	Local	Private	89.4	Jalalabad	30km
Arman FM	National	Private	98.1 FM	Jalalabad	50km
BBC	International	Private	89.0 FM	Jalalabad	20-25km
VOA/Ashna	International	Private	100.5 FM	Jalalabad	25km
Azadi	International	Private	100.5 FM	Jalalabad	25km

Nangarhar RTA

Nangarhar RTA has a 60m antenna with a 10kW transmitter. The broadcast radius ranges from 50km for FM (reaching an estimated 2.5 million people) to 150km for AM (to 42 countries). The station broadcasts 24 hours a day, with FM offering 100% local programming and AM providing some content from Kabul (20%) (as per TV). See Nangarhar RTA TV for details.

Muram

This outlet was launched in 2008 and is owned and managed by Mr. Mahmud Suliman Khpalwak (who also runs an import-export company). It is a 50% Dari and 50% Pashto station. The antenna is 56m high and its 500W transmitter allows for a 60km broadcast radius (including Nangarhar, Laghman, and Kunar provinces). There is a plan to increase coverage to Khost and Logar provinces by replacing the current transmitter with a new one (a 1kW transmitter and

60m antenna). The station currently employs 22 staff members, including 10 journalists, 5 non-journalists, 5 administrative staff, and 2 technicians (6 staff members are female).

The radio station broadcasts 16 hours of programming a day (6am-11 pm, with a one-hour break from 1-2pm), with content encompassing music (21 hours a week) and local programs (28 hours a week). Interactive programming is promoted, especially on Fridays, with *Stase Ghagh* (a night call-in show) and *Juwabadehed ou Hang Beshanued* (“Answer and Listen to Music”).

Free content is received from local journalists (four hours a week). Advertising (from national police, the Afghan National Army (ANA), the Provincial Reconstruction Team (PRT), and local traders) and paid programming (on education, health, and agriculture) account for a total of eight hours of programming each week.

Operating costs include: salaries (\$1,800 per month), electricity (\$700), transportation (\$600), food (\$200), and rent (\$400). Advertising and programming generate \$1,400 per month (with advertising at \$10-35 a minute and paid programming at \$10 a minute).

Needs expressed by the station manager included a 1kW transmitter and training for staff.

Abasin

This radio station started in 2009 and is owned and managed by Mr. Mohammad Akber Sadat (who also runs a construction company). It is a 100% Pashto radio station, with an 18m antenna located on top of the office building. Its 350W transmitter has a broadcast radius of 60km. The manager plans on buying a 1kW transmitter to cover districts in Nuristan, Paktia, Khost, and Parachinar (Pakistan). The outlet employs 22 staff members, including 6 journalists, 8 non-journalists, 4 administrative officers, 3 technicians, and 1 cook (3 staff members are female).

The station broadcasts 15 hour a day (6am-1pm and 3pm-11pm). Programming includes music (five hours a week) and local content (six hours a week). Interactive programming includes *Tere Unai* (“Last Week”). Free content is received from a non-governmental organization (NGO) based in Peshawar in the form of a Pakistani drama, *Pule Pure* (45 minutes per week). Content is also provided to the radio station by the Afghanistan Independent Human Rights Commission (AIHRC) (two hours a week), which generates a total of \$100 every week. Advertising, generally from the Afghan National Police (ANP) and ANA, generates \$1,000 a month at an average price of \$5-12 per minute.

Monthly operational costs include \$1,600 for salaries, \$400 for electricity, \$300 for transportation, and \$400 for rent. Expressed needs included equipment (one mixer and a 1kW transmitter) and content on agriculture and livestock, health, women, and society. “*We need money to make programs on women’s rights, children’s rights, and child labor.*”

Safa

This radio station started in 2009 and is run by Mr. Qarar. Its 45m antenna is located on the office roof and the 1kW transmitter allows for a broadcast radius of 60km. There is a plan to set up an antenna in Wardak so as to cover it and Kabul. The outlet employs 35 staff members, including 20 journalists, 5 non-journalists, 3 administrative/marketing staff, 4 technicians, and 3 guards/cooks (with a total of 8 female staff members). The station has Dari and Pashto programming and 10 minutes of English news every day.

Programming runs 20 hours a day (5am-12pm and then 1pm-1am) and includes music (45 hours per week) and local news and programming (four hours a week). Culture is among the key issues the manager is keen on promoting. The outlet broadcasts external content from the PRT (“Women and Life; Women and Health”) at a price of \$8 a minute for a total of two hours a week. Additional programming is received from local people and journalists for free (a total of four hours a week).

Monthly costs include the following: \$6,000 in salaries, \$800 for electricity, and \$1,000 for food and transportation. Advertising (12 hours a week from local traders such as Sina Group, ANP, the Ministry of Health, and the Ministry of Counter Narcotics) is reportedly the only source of income. The average price of advertising is \$5-12 a minute.

Major needs include training (it was reported that Nai used to train journalists but this is no longer the case), a new frequency for Wardak province, and content, especially on agriculture (e.g. awareness of and addressing crop diseases).

Nargis

This outlet, part of the Shaiq Network, was established in 2007 by Shah La (Shaiq), the wife of the owner of Sharq TV/radio. She is also the manager. It is a Dari- and Pashto-language, women-focused radio station which broadcasts from 6.30am-10.30pm every day. *“We always broadcast programs that are for the benefit of Afghan women, and achieve 100% good results.”* Through a 45m antenna and a 600W transmitter with a broadcast radius of 60km, the plan is to set up a new transmitter to cover some districts of Laghman and Kunar provinces. Programming includes five hours a day focused specifically on women and domestic issues (e.g. cooking shows, how to purify water). Music is broadcast six hours a week and local programming for a total of 12 hours a week.

The station employs 15 staff members, including 10 journalists, 1 technician, and 4 cleaners (all are female staff members). Costs are shared with the other outlets of the network (see above on Sharq TV). There is no advertising on Nargis, and the only source of funding is the owner. Major needs include training for staff.

Sharq

Sharq radio started in 2003 and is also part of the Shaiq Network, with 18 staff members, including 14 journalists, 2 non-journalists, and 2 technical staff (6 staff members are female). The manager is keen on replacing the current 600W transmitter (with a broadcast radius of 60km) with a 1kW transmitter, to increase coverage to some districts of Laghman, Kunar, and Logar.

The station airs 24 hours a day and programming includes music (14 hours a week) and local reporting (eight hours a week). Afghan culture and Islam are key issues that the station's programming promotes. Free content is received from local journalists on social, cultural, and political affairs (10 hours a week). Costs are shared with the other outlets of the network (see Sharq TV). Major sources of funding include advertising (12 hours a week) from local traders, local NGOs, and some local companies at an average price of \$17 a minute. Major needs include a new 1kW transmitter and training for the radio's staff.

Mr. Shafiqullah reported that, since August 2010, all Internews-supported radio stations across the country have had the option of receiving content from Sharq radio within approximately 24 hours.

Killid

This radio station started in 2007 and is run by Shafiq Ahmad Hamdard. It is a Pashto and Dari radio station that broadcasts 24 hours a day through a 30m antenna on the office roof, and a 600W transmitter with a 60km broadcast radius. The manager plans on buying a 1kW transmitter and a 4m antenna to increase coverage to all districts in Nangarhar, Laghman, Kunar, and Logar provinces. The station employs 24 staff members, including 15 journalists, 3 non-journalists, 1 administrator, 3 technicians, and 2 cooks/cleaners (there are 5 female staff members). Health programming is considered a priority, according to the outlet manager. Music is broadcast 70 hours a week and local reporting is limited to 7 hours a week. Major costs include \$1,200 for electricity and \$300 for food and transportation (salaries were not disclosed). Costs are covered by Killid headquarters in Kabul and by advertising, which is sold at the price of \$30-50 per minute (mainly to the PRT, ANP, and ANA, for a total of 12 hours a week). Major needs include training, a 40m antenna, and a 1kW transmitter.

Spin Ghar

Spin Ghar radio was established in 2004 and is currently managed by Shair Bahadur Himat. It is a 75% Pashto channel and its antenna is located in Jalalabad city.

Menbar

Menbar radio was established very recently (August 2010). It is part of the media group run by Mr. Shafiqullah Shaiq. It broadcasts 12 hours a day (6am-6pm) and airs mainly religious programs.

Military radio

Additionally, two military stations are received in Jalalabad, including Shamshad (from the International Security Assistance Force (ISAF) base in Shinwar district) and Khogyani Ghag (from Khogyani district).

2.1.3 Newspapers

Nye Express established an office in Jalalabad in 2007, currently managed by Mr. Guldab Mohman. The office is responsible for print distribution in four provinces: Nangarhar, Laghman, Kunar, and Nuristan. All publications that come from Kabul are generally sent to these provinces by private cars, which leave Jalalabad regularly. The office relies on 35 *ghorfa* (stalls) for distributing print within the district. Stall owners retain on average of \$0.04 commission on every newspaper sold and \$0.10 on each magazine. The high level of insecurity prevents distribution in the surrounding villages.

Eight newspapers and magazines were observed to be distributed in the district, including the following: Gulab, Meena, Goghtana, Eqtedare-Milli, Afghanistan Times, Sada-e-Azadi, Hasht-e-Subh, and Kabul Weekly.

Gulab

This monthly magazine was established in 2007 by Mr. Abdullah Habibzai, who also runs an electrical equipment business. It is a 52-page Pashto magazine, printed in 500 copies a month and sold for a unit price of \$0.40. The outlet employs 12 people working on a voluntary basis. It is distributed in Khost, Kabul, Kunar, Paktia, Kandahar, Laghman, and Nangarhar provinces. There is a contact point in each of these provinces.

The magazine is produced in Jalalabad but printed across the border in Pakistan, since it is cheaper there than in Jalalabad (approximately \$0.30 per issue against \$0.50 per issue). Additionally, there are no color printing presses in Jalalabad.

The magazine has no sources of funding besides sales revenues. These tend to cover only the printing costs. Issues the outlet encounters include very high shipment/distribution costs and the \$0.02 charged by customs for each copy shipped back from Pakistan.

Meena

Meena was established in 2002 and is run by Ezatullah Zwak. It is a monthly Pashto magazine that prints 5,000 copies a month and is sold at a unit price of \$0.60. So far, it has printed 41 issues. It is distributed by means of local public transportation to Kabul, Kunar, Laghman, Paktia, Khost, Logar, Paktika, Wardak, Ghazni, Herat, Helmand, and Kandahar. Shipment costs from Jalalabad to the provinces range from \$0.02-0.06 a copy, depending on the destination.

The magazine is printed in Peshawar (Pakistan) for approximately \$0.35 a copy, since both quality and price are not considered competitive in Afghanistan. The UN Children's Fund

(UNICEF) used to buy 1,000 copies every month (for a period of two years), which were then distributed for free in schools in Khost province.

The main issue of the outlet is cash flow: collecting revenues from the provinces usually takes 30-60 days, whereas costs are incurred immediately.

Goghtana

This is a state-run Pashto monthly magazine under the control of Nangarhar RTA. It started in 2002 but restarted recently after four years of interruption. It currently employs five part-time salaried journalists. Around 2,000 copies are sold monthly at a unit price of \$1, mostly to Nangarhar university students and also through a local shop.

Advertising from businesses and government authorities generates approximately \$400 a month.

2.2 New media

2.2.1 Mobile media

In Jalalabad, over 60 shops (including computer shops) sell videos and ringtones to download onto mobile phones. As in most other districts, downloading and exchanging ringtones and video clips are particularly common among youth. Mobile phones are not really used as a source of information in the district, however.

2.2.2 Internet

As in all major cities in the country, internet in Jalalabad is provided by a number of internet service providers (ISPs) (e.g. Neda, Insta, and Rana Technology) and telecom companies (e.g. Afghan Telecom, AWCC, Roshan, MTN, and Etisalat). Internet through optic fiber is not available in Jalalabad. 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) is moving slower than expected owing to regional fighting, and the benefits it should bring, in terms of quick IT and telecom services at low prices, have yet to be achieved.

Public internet access is provided by approximately 15-20 internet cafés spread across the city. Each shop has approximately 30-40 customers (90% male youth) on a daily basis. The average price for connecting is \$1 per hour.

2.3 Media and information actors

2.3.1 Government

Government outlets in Nangarhar are represented by Nangarhar RTA, mentioned above. There are two public libraries, one in the city and one within the University of Jalalabad. There is

currently no Faculty of Journalism in Jalalabad, although there is a plan to establish a Department of Journalism within the Faculty of Literature. There is one office of the Ministry of Information and Culture (MoIC) and one Bakhtar News Agency (BNA) office.

2.3.2 Outlet managers and journalists

Approximately 200-250 journalists are working in Nangarhar province. There are two journalists' associations in Jalalabad, a private one managed by Mr. Lalpacha Asmun and a government one called Etihadia Journalistani Nangarhar (EJN). Mr. Assadullah Sarshahi Wal from EJN reported that the association started in 2002 and gathers 105 journalists on a regular basis (every 10-30 days). Provincial associations of journalists also exist in Laghman, Kunar, and Nuristan.

2.3.3 Other content providers

No local radio was reported to be broadcasting Salam Watandar, and there is no major content flow from Kabul to local outlets in Jalalabad, except Nangarhar RTA, which receives approximately 20% of its content from headquarters in Kabul.

2.3.4 Media NGOs

Mediothek is a German NGO that has been active in Afghanistan since 1993, working in Jalalabad through the largest of its media houses in the country. This media house provides free internet access, working space, and equipment on a daily basis to freelance journalists as well as those employed at under-equipped outlets. Additionally, the center organizes training and workshops (on basic journalism as well as more complex issues, such as investigative research), roundtables on current issues, and conferences.

The Institute for War and Peace Reporting (IWPR) is planning on establishing a media center in Nangarhar province as well.

No other major media NGOs are present.

2.3.5 Insurgents

No particular involvement of insurgents in relation to the media in Jalalabad was reported.

2.3.6 Military

Apart from the aforementioned military radio stations (Spin Ghar and Khogyani Ghag) and the PRT, providing local content to Safa radio, no additional information was given on military involvement with the media in Jalalabad.

3 Audience

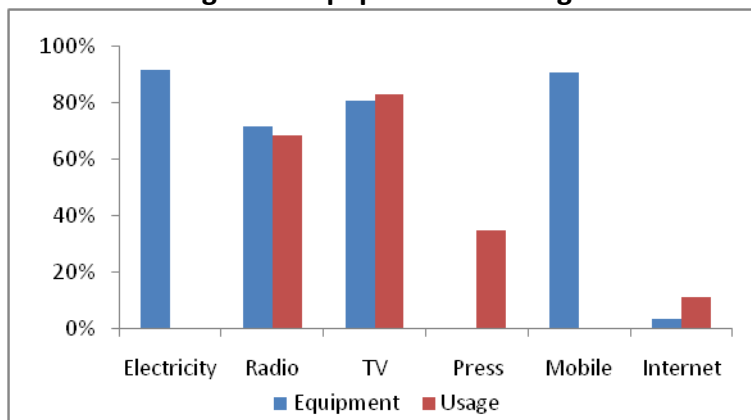
The following is a description of the media audience in Jalalabad, based on data collection through 190 close-ended interviews and 435 phone interviews with 61 unique media users. Additional qualitative fieldwork was conducted in the city and the province through paired interviews and community case 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 the city’s audience.

3.1 Equipment and usage

3.1.1 Household equipment

To a certain degree, Jalalabad benefits from a consistent power supply. Nearly all interviewees in the city have access to electricity, although only 35% have access to grid electricity: 58% still use a private generator or a solar panel. As a consequence, most households are equipped with TV sets (81%). The main reasons given for not having a TV were cultural/religious objections (for a third of non-TV users), lack of interest, and/or preference for the radio. However, some households that are not equipped are not connected to the grid and cannot afford to run a generator just to power a TV set.

Figure 1: Equipment and usage



The majority of households are equipped with radio sets, but the equipment rate is lower than that of TV, and lower than what was observed in 2005: it is likely that TV has replaced the radio in most cases. This is confirmed by the main reasons given for not having a radio set: preference for TV and lack of interest. As in Herat, Mazar-e-Sharif, and, to an extent, Kabul, Jalalabad inhabitants have started a shift from radio to TV.

The mobile phone penetration rate is above 90%, but internet equipment at home is still low: 4%.

3.1.2 Sources of information and media usage

Jalalabad interviewees are intensive media users. As such, they prefer the media as a source of information for all topics tested, primarily TV. Radio users considered it a good and trustworthy source of information, but only a few considered more traditional sources – family, friends, elders, local leaders, and discussion at the mosque – useful and trustworthy.

Not only do respondents in Jalalabad use, like, and trust the media, but they use it a lot. A total of 68% are radio users, and most of them listen to the radio every day; 76% are TV users, of whom 90% watch every day.

Figure 2: Radio usage frequency

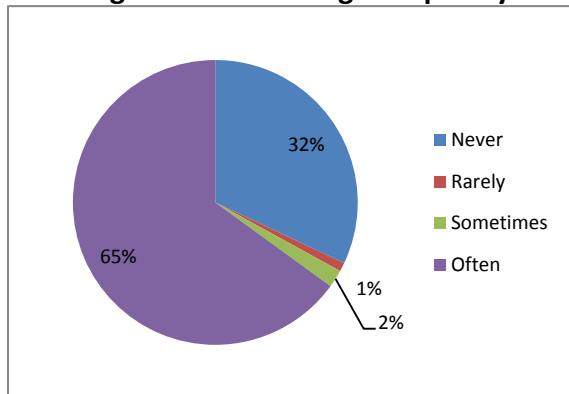
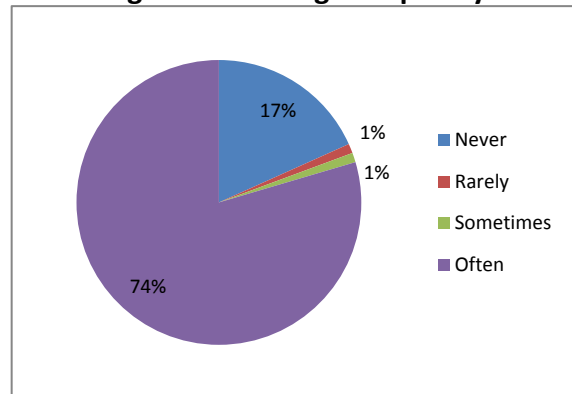


Figure 3: TV usage frequency



A total of 35% of polled households claimed that they read the printed press, most of them once or twice a week. Although only 4% of households have internet equipment, 11% of respondents are users, connecting occasionally for the most part.

3.1.3 Usage patterns

The preferred time of the day to watch TV is in the evening, mostly between 7pm and 11pm. Radio usage is more spread out over the day, with a slight preference for early morning (5-7am) and the evening. Both radio and TV are used essentially at home.

Figure 4: Preferred times to listen to radio

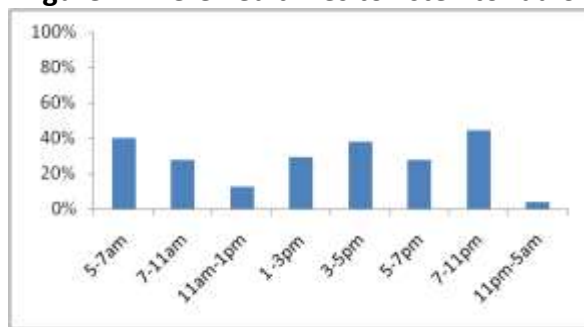
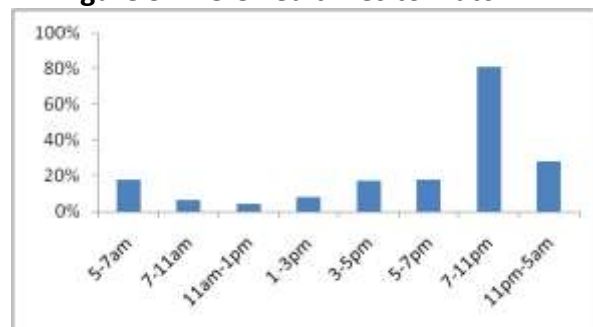


Figure 5: Preferred times to watch TV



3.2 Preferences

3.2.1 Television

Various TV channels are preferred, showing a diversity of interests. Six channels share most of the public’s preferences: Shamshad, Tolo, and Ariana were mentioned by about half of the sample, and Nangarhar RTA, Sharq, and Lemar held the favor of a third. Shamshad is preferred to Lemar because the Pashto it uses is closer to the Pashto spoken in eastern Afghanistan and western Pakistan. According to audience survey data, Tolo is the channel with the largest audience share (40%), followed by Ariana (15%), and Nangarhar RTA (13%). Shamshad, at the top of self-declared preferences, ranks fourth with respect to audience share (9%).

Favorite programs in Jalalabad are national news, dramas, and entertainment. Local news is not the focus of Jalalabad respondents.

Figure 6: Preferred TV channels (3 choices)

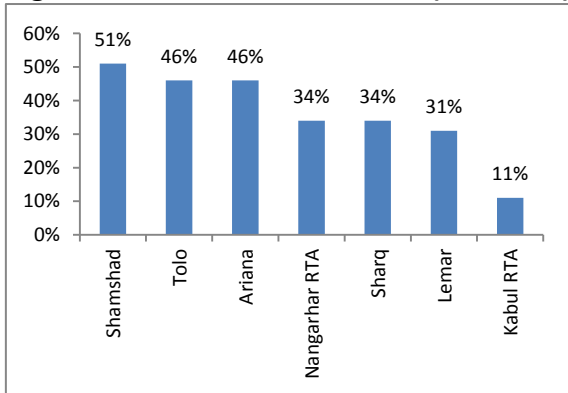


Figure 7: Preferred TV programs (3 choices)

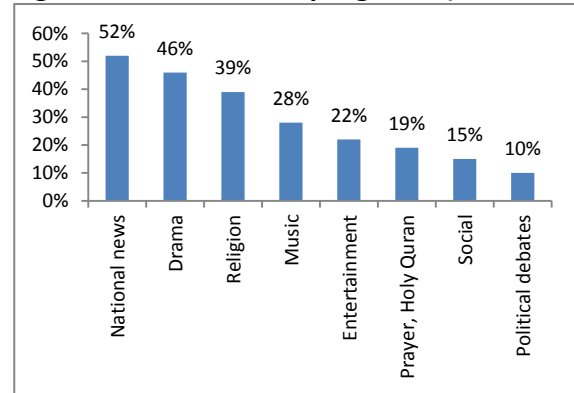
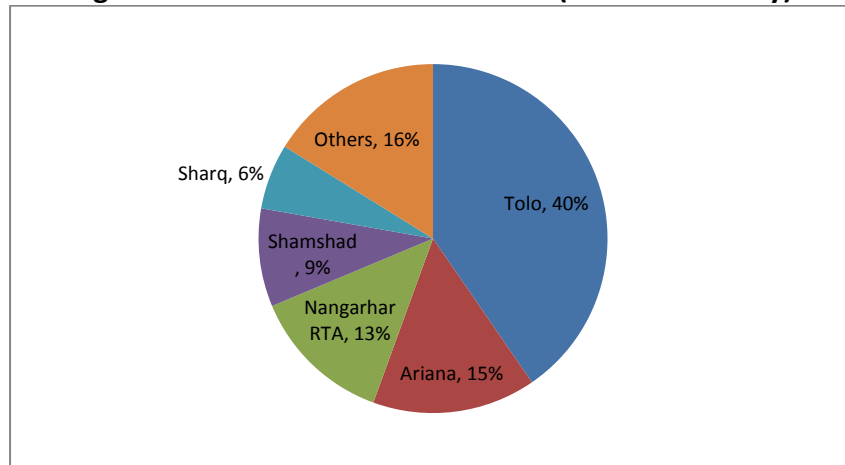


Figure 8: Most watched TV channels (audience survey)



3.2.2 Radio

One radio station stood out in the preferences of Jalalabad interviewees: Sharq. Its sister radio station, Nargis, is quite popular among women. Other popular radio stations are Arman, the state-run Nangarhar RTA, and Killid. Audience survey data show that Nangarhar RTA took the largest share across the monitored period of time (32%), followed by Azadi (17%), Sharq (14%), and Killid (12%).

Preferred types of programs on the radio are religious programs, national news, and music.

Figure 9: Preferred radio stations (3 choices)

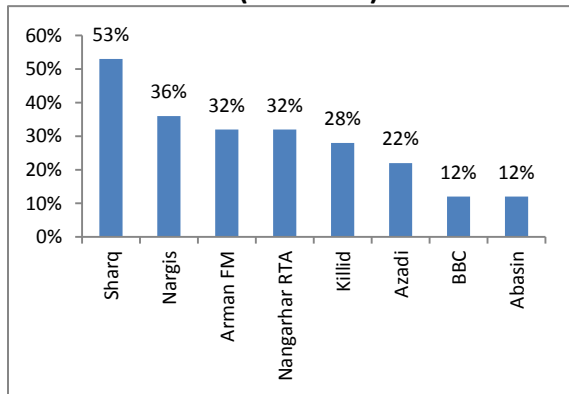


Figure 10: Preferred radio programs (3 choices)

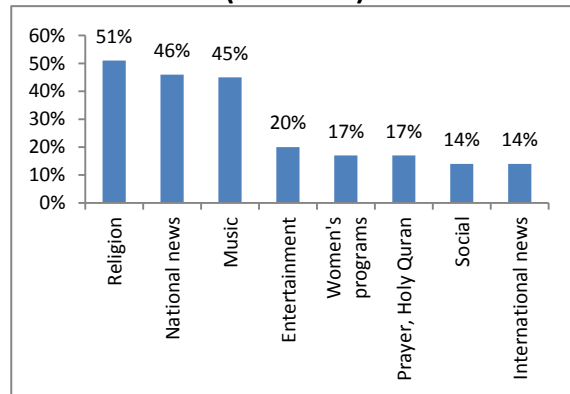
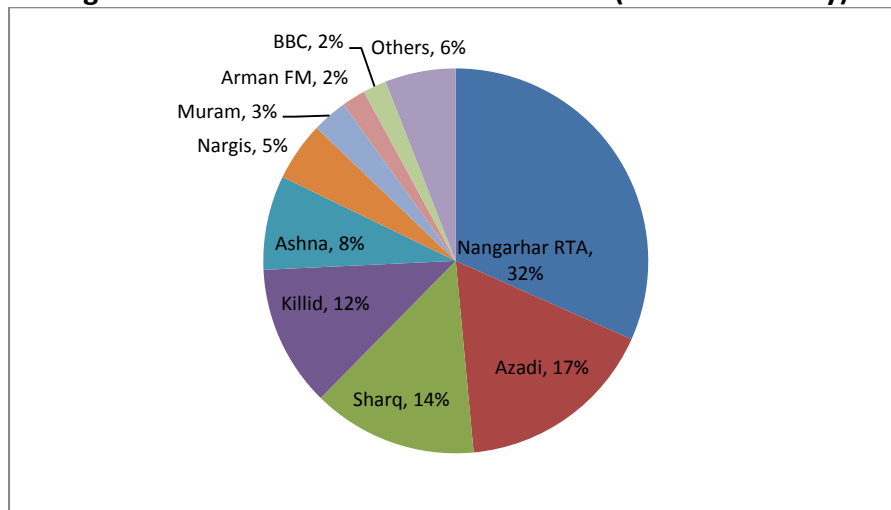


Figure 11: Most listened to radio stations (audience survey)



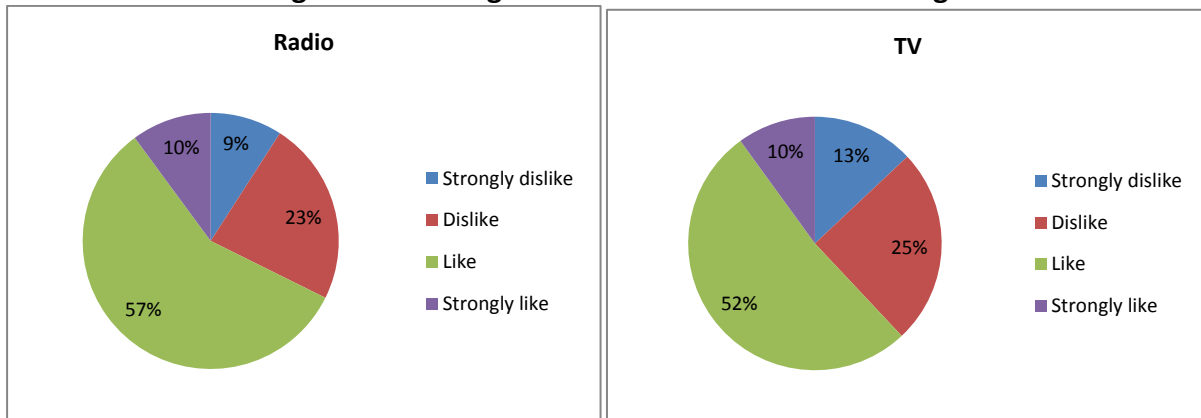
3.2.3 Printed press

Preferred printed press titles among Jalalabad respondents are Killid and Mursal (mentioned by 35% and 29% of respondents, respectively), followed by Wahdat-e-Milli.

3.2.4 Advertising

The majority of respondents enjoy commercial advertisements they are exposed to on the radio or the TV, although a growing number are starting to dislike them. Between 30% and 38% expressed some annoyance – not yet at the level of Herat or Kabul interviewees – with too many advertisements.

Figure 12: Feelings towards commercial advertising



Adverts most often remembered are for food products, banks, and mobile phone companies.

3.2.5 Personalities

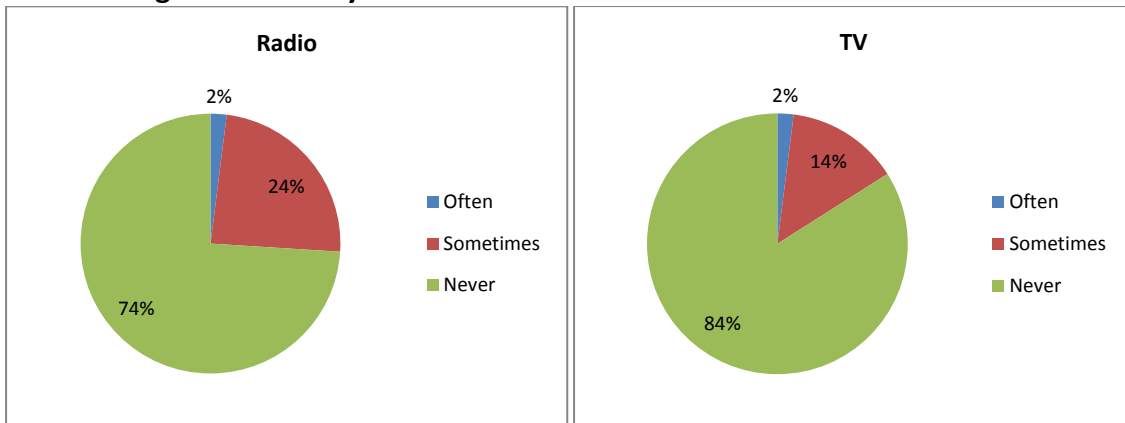
The personality most Jalalabad interviewees mentioned as someone they would like to hear or see on the media was President Karzai (30%). Another popular personality is Gul Agha Sherzoy, governor of Nangarhar province. Other personalities mentioned were either religious figures, such as Dr. Zaker Nayak (who has a morning program on Noorin TV), or political figures, such as Qaree Mohammad Yosuf (the Taliban’s spokesman for the southern region), former presidential candidate Ashraf Ghani Ahmadzai, and MPs Ramazan Bashardost and Shukria Barakzai.

3.3 Perceptions and impact

3.3.1 Participation

Participation in the media is low in Jalalabad: only a fraction of radio or TV users have ever contacted the media. When they do, it is infrequent and usually to request songs.

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



3.3.2 Trust

Although the state-run radio station Nangarhar RTA is not the preferred radio station among Jalalabad interviewees, it is still the most trusted, which is not often the case for state-run media. Independent stations such as Sharq, Azadi, Nargis, and the BBC come after. Sharq has a particularly good reputation. Jalalabad interviewees expressed caution about what they see on TV: 41% said that they do not trust it much or at all.

Figure 14: Which radio stations you trust most?

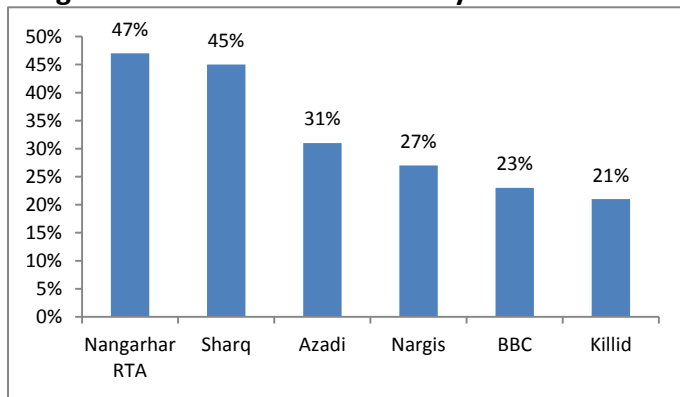
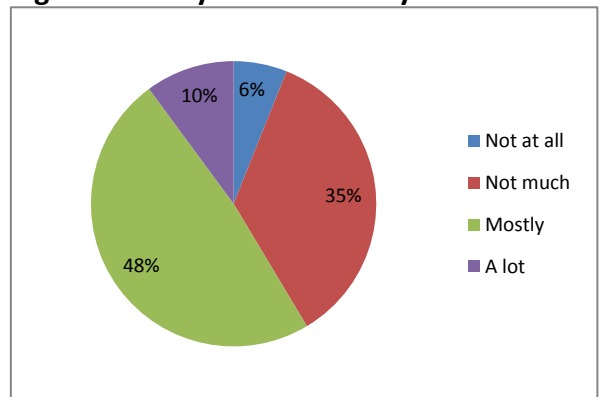


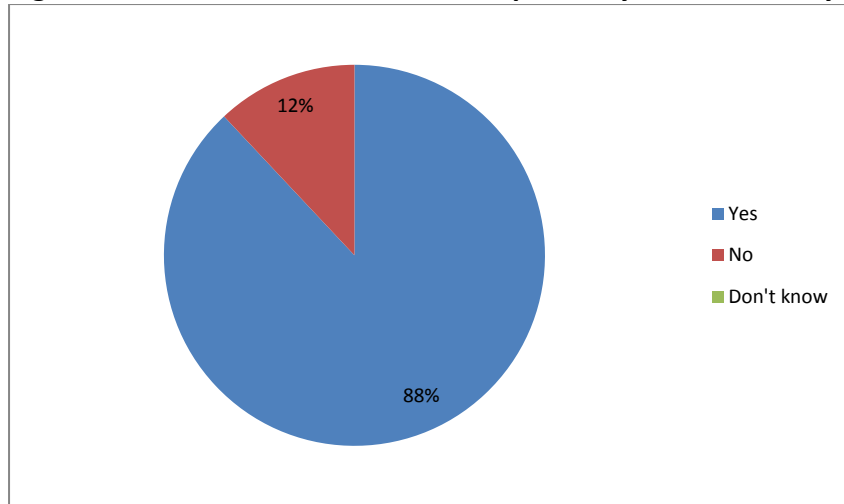
Figure 15: Do you trust what you see on TV?



3.3.3 Perceptions of the local media

The local radio stations listened to most are Sharq (40% of radio listeners) and Nangarhar RTA (23%). Nangarhar RTA was judged by its listeners as being of very good quality (93%). Sharq users were slightly less enthusiastic, but 56% of them judged the station to be very good. Nargis and Killid also both have a reputation for good quality. Most radio users consider that their station has a positive impact on their community.

Figure 16: Does local radio have an impact on your community?



3.3.4 Circulation and impact

Most interviewees discuss what they hear or see on the broadcast media with their family and friends, and the vast majority acknowledged that these media bring beneficial ideas and help them shape their opinions.

Figure 17: Do you discuss what you see on TV?

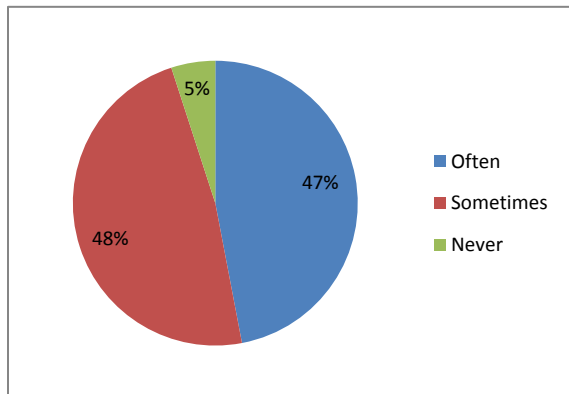
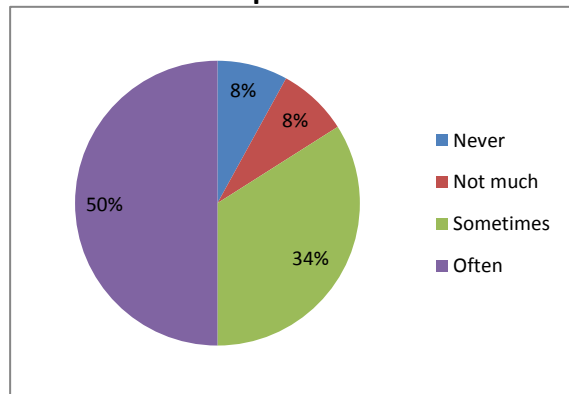


Figure 18: Can TV make you change your opinions?



4 Conclusions and areas of opportunity

Jalalabad has a developing media landscape, with access to over 25 broadcast media outlets. Antennas located in the city generally allow good quality terrestrial reception for major broadcasters, as in most major cities in Afghanistan. There is no Department of Journalism in Jalalabad, although some structures fostering cohesiveness among the journalism community are in place, including a couple of journalists' associations and media NGOs. Mediothek's media house in Jalalabad is the largest of all those established by the NGO in the country, and IWPR is also planning to extend its activities to the city. This seems to be driven by an increasing understanding of the role that the media can have in contributing to the security of Pashto areas. There seems to be a real intention, among several private media owners (e.g. Shafiqullah Shaiq, now the head of an expanding media empire, including a TV channel and three radio stations), to promote stability, education, and development in the region.