

Radio Stations Waive Costs to Broadcast WASH Messages

Written: April 2009



In 2009 Tearfund in Afghanistan celebrated World Water Day. This was the first time that World Water Day was celebrated by a non-governmental organisation in Afghanistan. The main objective was to raise awareness on issues surrounding water use at household level and highlighting the importance of water conservation. As part of the campaign plan, an 18-minute Special Radio Programme was produced by Tearfund.

One of the difficulties faced, however, was the \$50 charged per minute by the radio stations. In response, Tearfund began to negotiate with the radio stations, highlighting the importance of the media in providing public service announcements and their corporate social responsibility role to their listeners. Tearfund also explained the plight of the majority of Afghans in lacking access to clean water and sanitation and the positive impact a radio broadcast could have in promoting messages to address this. One radio station, *Killid Radio*, agreed to broadcast the programme free of charge. Following this example by Killid Radio, other radio stations also agreed to broadcast the programme as a public service announcement at no cost. This enabled a wide reach of the programme to various villages in Afghanistan, where radio is one of the most viable electronic devices for information dissemination found in almost all households.