



## Government Media & Information Center

# Way Forward

## Leadership Change & Strategy Roll-out

### Special points of interest:

- Leadership Change
- GMIC strategy
- Enrollment of Interns
- Reshape/Redesign of GMIC operation Structure
- Merges of departments to increase productivity
- Development of Line of Products
- RS/IWPR Advisors

March 18, 2017—GMIC: With strategic vision, the Government Media and Information Centre will increase the quality, volume, coordination, and cohesiveness of government messaging, with a focus on subnational government, in order to increase public awareness and improve perception of government policy, achievements, and service delivery. GMIC will facilitate communication between provincial, national, and international audiences, and the government. Through a two-way dialogue, GMIC will foster a relationship of trust between the government, the media, and the people, thereby strengthening the Democracy of

Afghanistan. Following the strategy roll-out, Sediq Sediqqi, former spokesperson for Ministry of Interior was officially introduced as a new Director for GMIC. Shah Hussain Murtazawi, Spokesman for Presidential Palace introduced Sediq Sediqqi as a new director and Feroz Bashari as a Deputy Director for GMIC. Around 60 government communicators & spokesperson attended the appointment ceremony. “I will strive to transform GMIC into a prominent information sharing center, a communication bridge between government & people to strengthen government agencies relation with people and



*media. GMIC to foster government media relation with other media to accelerate the process of access to information, Sediqqi said while addressing the session.”*

## Security Coordination Meeting

GMIC hosted four Security Coordination Meeting with government senior communicators and spokesmen. Key communicators who attend the meeting include Presi-



dential Palace, Office of National Security Council, IDLG, MoFA, Resolute Support Mission, NDS, MoI, MoD and GMIC. Purpose of the meeting to increase coordination among government communicators, accelerate information collaboration and develop key strategic messages to speak with one voice. GMIC has hosted three SCM meetings and will increase

the frequency as per requirements from higher-up.



Shahzaman Maiwandi, President Advisor for Public Affairs & Strategic Communications attending GMIC Security Coordination Meeting.

### Inside this issue:

GMIC Leadership	1
Press Conference	2
Key Activities	2
Social Gathering	2
Training Workshop	2
Enrollment of Interns	2
IWPR/RS Reps	2

**GMIC BELIEVES THAT BETTER RELATIONS & COORDINATION BETWEEN THE GOVERNMENT & THE MEDIA PAVES THE WAY FOR PROGRESS AND DEVELOPMENT.**



Afghan First Lady, H.E. Rula Ghani (Bibi Gul) at Women's Empowerment Fair 2017, GMIC.

## Key Achievements

GMIC in partnership with IWPR and IDLG hosted three successful strategic communications training workshops for 34 Provincial Governor's spokespersons. The training module focused on prepping for recorded & live tv/radio/print interviews,



press conference, public speaking, developing press packet, effective messages & responses. The training also followed real-time press conference exposure to apply skills learned. GMIC also enrolled a group of 24 interns through Promote: Women In Government. Four have been selected as executive assistants to provide secretariat assistance to GMIC leadership, 20 of them have been divided by Media Operations & Information Coordination



Departments. The interns have three months of probationary period, will be trained on key functional activities include management, communications, media relation, event management and news development.

*"GMIC fosters a relationship of trust between the Government, the media, and the people, thereby strengthening the Democracy of our country."*

*"GMIC: Brings government, media and people closer"*

## Key Activities

GMIC has an equipped conference hall with modern technologies for holding news conferences. This hall is open for 24 hours a day for government officials,



organizations and journalists. Information dissemination is coordinated from here, and it is simultaneously broadcasted at the national and international level. GMIC is proud that have held 49 high standard quality press conferences for senior government ministers, deputy ministers, senior government spokespersons and other independent government entities. Current GMIC holds an average of 3-4 news conferences every

week. Facilitating news and video conferences, arranges special interviews, and introducing experts to open media discussion are just some of the diverse activities of the Media Operations Department. Enhancing and maintaining coordination between different government entities, accelerating flow of information, providing facilities for domestic and foreign media,



and engaging in public awareness raising about government activities form GMIC's agenda as a major and fundamental points. In addition to press conferences, GMIC also hosts press event for government and non-government agen-

cies. More recently GMIC hosted two days Women's Empowerment Fair (photo above: Afghan First Lady Rula Ghani attending Women's Fair), Sustainable Development Goals by Youth Thinker Association (photo left) for three days. Ensuring relationships and coordinating between the government and independent media is one the main responsibilities of GMIC for the purpose of information coordination and dissemination. GMIC tries to disseminate government information accurately and timely to the people.



Shah Hussain Murtazawi, Spokesperson, Presidential Palace speaking at a press conference, GMIC.