



Fayli Xelk

Citizens File (Ava Media's Initiative for Citizen Advocacy)



Fayli Xelk is Ava Media's flagship news segment that connects ordinary citizen with government authorities and decision makers. The initiative is a lobbying machine for citizen advocacy, local community empowerment and government accountability in the Kurdistan region of Iraq ripped with political instability.

Broadcasted within the 07:00 news hour and led by anchor **Hawraz Gulpi**, Fayli Xelk goes beyond reporting: it investigates people's problems, amplifies their voices, and pushes for real and quick resolutions.

100% of Episodes Reach 1M+ Views



Fayli Xelk opens its desk to the public. Citizens submit cases through an online platform or direct outreach, and a team at Ava media verifies, investigates, and brings them on air. Our renowned anchor Hawraz Gulpi, presents these cases in a local and simple storytelling style that connects with the viewers. The following day, our teams provide follow-ups with tangible results on the cases, such as salaries released, housing secured, or healthcare delivered.

This approach has made Ava Media the most trusted media channel for citizen problem-solving in the Kurdistan Region, and an important link between communities and government authorities.

Six Months of Fayli Xelk in Numbers

310
in progress



550
issues and problems of citizens

240
completely resolved

HOW FAYLI XELK WORKS

- 1 SUBMIT:** Citizens submit issues via online form or direct contact
- 2 INVESTIGATE:** verifies the issues
- 3 REPORT:** on the 7pm news program
- 4 ENGAGE:** Direct contact with government officials and relevant authorities
- 5 RESOLVE:** Return with tangible results and follow up until complete resolution

FAYLI XELK: THE HUMAN IMPACT

130,000
Citizens directly helped

57,000
families across the Kurdistan Region.



One Day to Six Month
Average Resolution Time



\$500,000,000
Financial Issues Resolved

DIGITAL MEDIA REACH

SOCIAL MEDIA REACH

52,685,294
9,295,943
329,468,951
5,700,000

LIVESTREAM REACH

700K
PER LIVE
18,200,000
FOR JULY

FOLLOWERS ACROSS

3.5M Followers
1.5M Followers
1.1M Followers
578K Subscribers

ENGAGEMENT RATE

FACEBOOK
LIVE STREAM 70K
NEWS 2.2M
LIKE 41K
COMMENT 16K
SHARE 192

What Makes Fayli Xelk Unique

- Narrative Journalism:** We tell stories not just news bulletins, and engage the viewers with the issues.
- Solution-Oriented:** Ava Media goes beyond reporting to actively solving citizens problems.
- Direct Government Access:** Government Engagement: professional communication with government authorities for immediate response.
- Community Trust:** choose Ava Media's Fayli Xelk over other media for advocacy

GOVERNMENT & POLITICS IMPACT

Systemic Change: Improve citizen-government communication and accountability in the Kurdistan region.

Democratic Engagement: Giving people direct channels to demand accountability from government.

Media Innovation: Redefined journalism from passive reporting to active civic engagement.

Regional Model: Setting new standards for media-driven citizen advocacy in the Middle East.

Every evening at 7:00 PM, Kurdistan watches

AVA Media

Ava Media — Fayli Xelk Initiative
For Shorty Impact Awards 2025

Transforming News into Action • Giving Voice to the Voiceless • Building Bridges Between Citizens and Government

