CHAMCHAMAL FLOODING: FROM BROADCAST TO BOOTS ON THE GROUND

A media-led social campaign converting public engagement into humanitarian action

EXECUTIVE SUMMARY

In December 2025, catastrophic flooding struck the Chamchamal area of the Kurdistan Region of Iraq, displacing thousands of residents and causing widespread destruction. Hundreds of homes, shops, and vehicles were damaged, affecting more than 13,614 people, with confirmed fatalities, injuries, and missing persons.

AVA Media responded rapidly, transformed emergency reporting into nationwide public engagement through initiating a national aid and fundraising response. The initiative mobilized over USD 7.6 million in combined financial assistance, housing support, and humanitarian aid, and delivered 98 truckloads of relief to affected communities — demonstrating how social media–driven public engagement can translate directly into measurable, life-saving impact.

SCALE OF DESTRUCTION

13, 614 PEOPLE AFFECTED

1,607 HOUSES FLOODED

14 2 FATALITIES AND 12 CASUALTIES

116 LOCAL SHOPS IMPACTED

500 VEHICLES DAMAGED

TIMELINE: ENGAGEMENT → ACTION → IMPACT

9 DECEMBER 2025
Flash floods strike Chamchamal, Shorsh, Tokya, and Piramagroon

9 DECEMBER 2025
AVA Media begins immediate live coverage

10 DECEMBER 2025
Nationwide fundraising and aid collection initiated across platforms

13 DECEMBER 2025
First wave of financial aid and emergency supplies delivered

13-25 DECEMBER 2025
Raising $7.6 Million in financial assistance, humanitarian aid, and housing support

COMMUNITY IMPACT & OUTCOMES

98 TRUCKLOADS OF HUMANITARIAN AID DELIVERED

3,560 FAMILIES DIRECTLY SUPPORTED

+18,500 INDIVIDUALS BENEFITED

20 20 NEW HOMES PURCHASED FOR FAMILIES WHOSE HOUSES WERE DESTROYED

14 HOMES RENOVATED

7.6million OVER USD 7.6 MILLION RAISED IN FINANCIAL ASSISTANCE AND HUMANITARIAN AID

155 SUPPORT PROVIDED TO 155 LOCAL SHOPS

5 PARTNERSHIPS FORMED WITH 5 ORGANIZATIONS, INCLUDING 4 HOSPITALS

AUDIENCE ENGAGEMENT & REACH

~1,100,000,000 REACH

~807,000,000 REACH

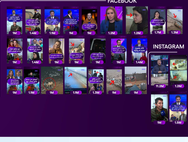
~642,000,000 REACH

~45,000,000 REACH

~5,100,000 REACH

TIKTOK

FACEBOOK



INSTAGRAM

ROLE OF AVA MEDIA

AVA Media functioned as a real-time social coordination platform — using trusted journalism, cross-platform reach, and public participation to convert awareness into collective action during a national crisis.

1. Amplifying the voices and needs of affected communities
2. Providing verified, continuous information to the public
3. Mobilizing nationwide participation and donations
4. Coordinating aid collection and on-the-ground delivery
5. Sustaining follow-up coverage to ensure accountability and impact

WHAT MADE THIS INNOVATIVE

This campaign redefined disaster coverage by transforming media from a reporting tool into a real-time public engagement and coordination engine.

RAPID, REAL-TIME RESPONSE
Combining on-the-ground reporting with immediate calls to action that mobilized the public within hours.

NATIONWIDE CIVIC ENGAGEMENT
transforming audiences from passive viewers into active participants

MULTI-PLATFORM COORDINATION
leveraging broadcast, social media, and physical collection points

CROSS-SECTOR PARTNERSHIPS
with hospitals, volunteers, government agencies, and local actors

MEDIA-LED HUMANITARIAN ACTION
delivering tangible outcomes typically associated with relief organizations

NARRATIVE-DRIVEN JOURNALISM
Sustaining attention, accountability, and follow-through beyond the news cycle.

AVA media

Chamchamal Flooding: From Broadcast to Boots on the Ground
Shorty Awards 2026 Entry
Local Campaign Category