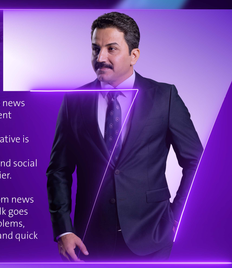
Fayli Xelk

Community Powered Journalism

By AVA Media

Launched in 2025 • Published daily • Digital-first



Fayli Xelk (People's File) is Ava Media's flagship news segment that connects people with government officials and decision makers to address real challenges facing local communities. The initiative is designed as a digital accountability platform, distributed primarily via website, livestream and social platforms, with broadcast acting as an amplifier.

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

People submit cases through an online platform or direct outreach, and the AVA Media team verifies, investigates, and the Fayli Xelk team verifies, investigates. Hawraz Gulpi, host of the program, tells these stories in a relatable and local narrative style that helps the viewers connect with the story and understand the human impact behind each issue. Following broadcast, the team tracks cases and follows up with tangible results, such as salaries released, housing secured, or healthcare delivered.

This model of community-generated reporting and narrative journalism has strengthened public trust, positioned Fayli Xelk as a reliable platform for public problem-solving, and an important link between communities and public institutions in the Kurdistan Region.

Six Months of Fayli Xelk in Numbers

312 cases in progress

520 issues submitted

6 months active

208 completely resolved

All figures reflect verified cases published and tracked through Fayli Xelk's editorial workflow.

HOW FAYLI XELK WORKS

EDITORIAL & VERIFICATION WORKFLOW

1. **SUBMIT:** People submit issues through an online platform or direct outreach
2. **INVESTIGATE:** The editorial team investigates and verifies the cases
3. **REPORT:** Verified cases are reported through our digital platforms, website, including livestreams and with broadcast acting as an amplifier.
4. **ENGAGE:** authorities to provide response, clarification, or corrective action.
5. **RESOLVE:** The newsroom conducts follow-ups and publishes updates until cases are resolved.

FAYLI XELK: THE HUMAN IMPACT

148,000 citizens directly benefited from the cases resolved

60,560 families helped across the Kurdistan Region

One Day to Six Month
Average resolution time ranges from one day to six months

$507,000,000 million USD worth of financial issues resolved

Outcomes reflect cases where editorial follow-up resulted in documented institutional response or resolution.

DIGITAL AUDIENCE REACH & COMMUNITY ENGAGEMENT

SOCIAL MEDIA REACH
For January

- 842,000,000
- 376,000,000
- 400,000,000
- 11,000,000

LIVESTREAM REACH

LIVE **400K** PER LIVE

12,000,000 FOR JANUARY

FOLLOWERS ACROSS
For January

- 4M Followers
- 1.7M Followers
- 1.3M Followers
- 622K Subscribers

ENGAGEMENT RATE

FACEBOOK

LIVE STREAM	VIEWS
70K	2.2M

LIKE	COMMENT	SHARE
41K	16K	192

What Makes Fayli Xelk Unique

- **Narrative Journalism:** We tell human stories, not just news bulletins, and engage the viewers with the issues
- **Solution-Oriented:** We go beyond reporting – to actively solving community issues
- **Government Engagement:** : Professional communication with government authorities for immediate response
- **Community Trust:** People choose AVA Media as a trusted platform for public problem-solving across the Kurdistan Region

GOVERNMENT & POLITICS IMPACT

Systemic Change: Strengthening communication and transparency between communities and institutions in the Kurdistan Region.

Public Engagement: Providing a free platform for people to raise concerns and amplify their voice.

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

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

Every evening at 7:00 PM, Kurdistan watches

Fayli Xelk

An initiative by AVA Media
Shorty Awards 2026 Entry
News & Media Category