

quick facts

The Broadcasting Board of Governors is an independent federal agency supervising all U.S. government-supported, civilian international broadcasting.

Staff:	3,791 people at the BBG and all its entities	Audience:	Over 171 million people weekly - an increase of 71% since 2003
Budget:	\$717.4 million in FY 2009 (estimated)	Media:	Internet and new media; satellite; terrestrial and cable television; shortwave, AM and FM radio
Languages:	60		
Broadcast Hours:	More than 3,000 hours of original programming each week		



Broadcasting Board of Governors

330 Independence Ave., SW
Washington, DC 20237
(202) 203-4400
www.bbg.gov

mission

To promote freedom and democracy and enhance understanding through multimedia communication of accurate, objective, and balanced news, information and other programming about America and the world to audiences overseas.

overview

Strategic Goal

The Broadcasting Board of Governors' goal is to deliver accurate news and information to significant and strategic audiences overseas.

By providing high quality journalistic programming, BBG broadcasters serve as a trustworthy source of news and as an example of a free, professional press in countries that lack independent media.

BBG broadcasters engage with audiences and promote dialogue through interactive programs and social networking.

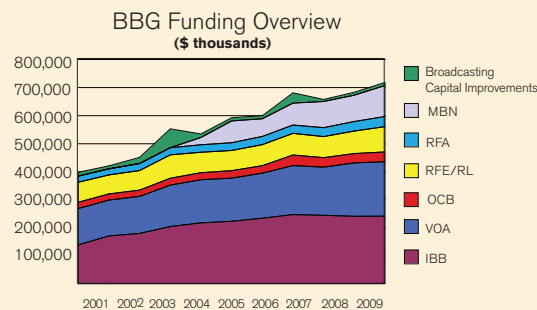
Through objective reporting and informed coverage of the issues and events at home and abroad, BBG broadcasters offer viewpoints not aired in restricted media environments. Such reporting provides an alternative to extremism and authoritarianism, fosters respect for human rights, supports popular aspirations for freedom in repressive societies, and communicates what America stands for – our policies, values and culture.

Structure

The BBG is headed by a bipartisan board comprised of nine members; eight are appointed by the President and confirmed by the Senate. The ninth, the Secretary of State, serves ex officio. The Board serves as a "firewall" against political interference in the journalistic product.

Under the BBG umbrella are five international broadcasters:

- Voice of America (VOA)
- Radio Free Europe/Radio Liberty (RFE/RL)
- Radio Free Asia (RFA)
- Office of Cuba Broadcasting (OCB; Radio and TV Marti)
- Middle East Broadcasting Networks, Inc. (MBN; Radio Sawa and Alhurra Television)



The Voice of America provides international, regional and local news, as well as in-depth coverage of the U.S. and its policies.

Radio Free Europe/Radio Liberty, Radio Free Asia, and Radio and TV Marti provide their audiences the objective, comprehensive news with an emphasis on domestic events that they are denied by their own media.

Alhurra TV and Radio Sawa, broadcasting to the Middle East, provide a full range of international, regional, and local news as well as coverage of the U.S.

The BBG also oversees the **International Broadcasting Bureau (IBB)**, which provides multimedia broadcast distribution as well as technical and administrative support to the broadcasters.

board members



Joaquin F. Blaya



Blanquita Walsh Cullum



D. Jeffrey Hirschberg



Steven J. Simmons



Secretary
Hillary Rodham Clinton
ex-officio

Board Chairman: Vacant
BBG Executive Director: Jeffrey Trimble

media

Radio

Where shortwave and AM radio are popular, BBG broadcasters use them to reach noteworthy audiences, including many in Africa, and highly censored locales such as Burma and North Korea. They also capitalize on the popularity of FM radio in many urban areas, often through relationships with local affiliates.

Television

BBG broadcasters have expanded their television offerings. Alhurra provides 24/7 TV programming to Arabic-speaking populations, TV Marti broadcasts 24/7 to Cuba, and VOA produces TV programs in 25 of its 45 broadcast languages.

VOA's Persian News Network, distributed by satellite to Iran, reaches almost 30% of Iranians weekly – despite the fact that satellites are illegal in Iran.

Internet and New Media

A growing web and new media presence allows BBG broadcasters to reach new audiences and to interact with them in new ways.

Initiatives include:

- Establishing pages or channels on YouTube, Facebook, Twitter;
- Increasing interactivity on BBG Web sites, including blogs maintained by program hosts, and opportunity for program feedback;
- Distributing content via RSS feeds, SMS text messaging, and e-newsletters;
- Using podcasting and links to relevant social bookmarking services.

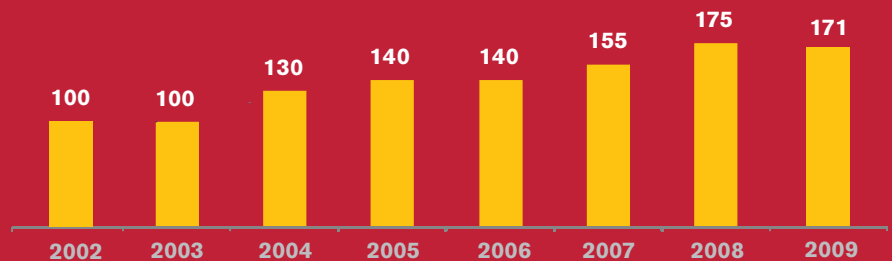


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audience

BBG Global Audience
(Unduplicated weekly audience in millions)



reach

Largest Audiences (Weekly Unduplicated)

Nigeria	22,317,020
Indonesia	16,283,333
Iran	14,513,543
Iraq*	11,698,107
Pakistan**	11,194,330
Afghanistan	9,860,290
Egypt	8,114,370
Ukraine	6,638,340
Syria	5,745,233
Tanzania	5,548,032

as of September 2009

Highest Percentage Reach (Weekly Unduplicated)

Qatar***	86.3
Iraq*	72.7
Rwanda	72.7
Somalia (Mogadishu)	66.8
Kosovo	64.8
Syria	61.1
Afghanistan	56.2
Haiti	50.1
Armenia	49.5
Morocco (urban)	45.9

*2008 reach figure excludes 5 provinces; audience figure includes projected audiences in these provinces from data collected in 2007. **Excludes Federally Administered Tribal Areas (FATA). ***Research conducted in 2006.

Global

English
(including Special English & English to Africa)

Africa

Afan Oromo
Amharic
French to Africa
Hausa
Kinyarwanda
Kirundi
Ndebele
Portuguese to Africa
Shona
Somali
Swahili
Tigrigna

Central Asia

Kazakh
Kyrgyz
Tajik
Turkmen
Uzbek

East Asia

Burmese
Cantonese
Indonesian
Khmer
Korean
Lao
Mandarin
Thai
Tibetan
Uyghur
Vietnamese

Eastern/Central Europe

Albanian
Bosnian
Croatian
Greek
Macedonian
Montenegrin
Romanian
Serbian

Eurasia

Armenian
Avar
Azerbaijani
Bashkir
Belarusian
Chechen
Circassian
Crimean Tatar
Georgian
Russian
Tatar
Ukrainian

Latin America

Creole
Spanish

Near East/North Africa

Arabic
Kurdish
Turkish

South Asia

Bangla
Dari
Hindi
Pashto
Persian
Urdu

languages

