



# quick facts

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

Staff: **3,592 people at the BBG and all its entities**

Broadcast Hours: **More than 4,100 hours of original programming each week**

Media: **Internet and new media; satellite; terrestrial and cable television; shortwave, AM and FM radio**

Budget: **\$733 million FY 2014 (including BCI)**

Audience: **206 million people weekly**

Languages: **61**

# mission

To inform, engage, and connect people around the world in support of freedom and democracy.

# 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 networks serve as a trustworthy source of news and as an example of a free, professional press in countries that lack independent media.

BBG networks 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 networks 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.

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

The IBB manages a global network of transmitting sites and an extensive system of leased satellite and fiber optic circuits, along with a rapidly growing Internet delivery system servicing the 61 language services of the BBG networks.

Under the BBG umbrella are five international networks:

- 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 United States.

## board members



Jeffrey Shell



Michael P. Meehan



Ryan Crocker



Matthew Armstrong



Kenneth Weinstein



John Forbes Kerry  
ex-officio

Three seats on the board are vacant.



# media

## Radio

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

## Television

BBG networks have expanded their television offerings. Alhurra provides 24/7 TV programming to Arabic-speaking populations and VOA produces TV programs in 26 of its 45 broadcast languages.

## Internet and New Media

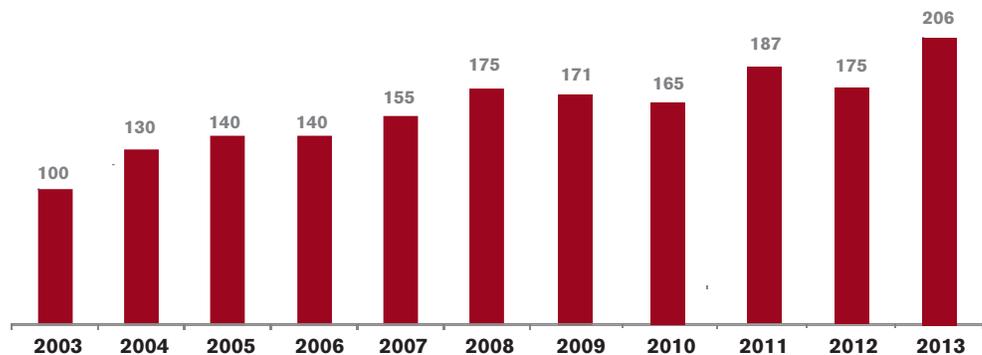
A growing web and new media presence allows BBG networks to reach new audiences and to interact with them in new ways. Initiatives include:

- Delivering news through digital syndication strategies, including YouTube, iTunes, SoundCloud
- Inviting direct audience participation through cross-platform programming and social media
- Distributing content and engaging with audiences via mobile and interactive SMS services
- Using Internet anti-censorship tools to distribute programs in countries where governments seek to suppress independent media

# audience

## Growth in BBG global audience 2003-2013

(Unduplicated weekly audience in millions)



# reach

 as of December 2013

## Largest Audiences

(Weekly Unduplicated Audience in Millions)

Indonesia	21.6
Nigeria	20.7
Mexico	14.9
Iran	14.5
Afghanistan	9.9
Burma	8.0
Pakistan	7.6
Ethiopia	6.9
Iraq	6.2
Tanzania	5.3

## Highest Percentage Reach (Weekly Unduplicated)

Kosovo	59.7
Afghanistan	57.7
Somalia	51.6
Albania	49.0
UAE*	48.4
Kuwait	45.3
Armenia	38.8
Liberia	36.3
Iraq	35.5
Syria**	33.4

\*UAE results are from three Emirates \*\*Syria results reflect telephone households only; survey conducted in March, 2010

# broadcast languages

## Global

English  
Special English

## Africa

Afaan Oromoo  
Amharic  
Bambara  
French to Africa  
Hausa  
Kinyarwanda  
Kirundi  
Ndebele  
Portuguese to Africa  
Shona  
Somali  
Songhai  
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

## Middle East/ North Africa

Arabic  
Kurdish  
Turkish

## South Asia

Bangla  
Dari  
Pashto  
Persian  
Urdu