



# Broadcasting Board of Governors

Voice of America

Radio Free Europe/Radio Liberty

Office of Cuba Broadcasting

Radio Free Asia

Middle East Broadcasting Networks

International Broadcasting Bureau



# 2005

## Annual Report

**“We must defeat the terrorists on the battlefield, and we must also defeat them in the battle of ideas.”**

***—President Bush, September 9, 2005***

ON THE COVER: Algerian boys walk in Algiers past an apartment building where satellite dishes protrude from most of the balconies. (AFP Photo/Fayez Nureldine)



# Broadcasting Board of Governors 2005 ANNUAL REPORT

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## To the President and the Congress of the United States of America:

The Broadcasting Board of Governors (BBG) respectfully submits its tenth annual report, summarizing the activities of U.S. international, nonmilitary broadcasting: the Voice of America, Radio Free Europe/Radio Liberty, Radio Free Asia, the Middle East Broadcasting Networks, the Office of Cuba Broadcasting and the International Broadcasting Bureau. This report is required by Section 305(a) of Public Law 103-236, the U.S. International Broadcasting Act of 1994. The BBG assumed sole supervision of nonmilitary U.S. international broadcasting in accordance with the 1998 Foreign Affairs Reform and Restructuring Act (P.L. 105-277).

Year 2005 saw the increasing impact of our broadcasting services on countries targeted in the War on Terror. In the Middle East, new surveys showed substantial increases in audience levels from 2004. Together, Radio Sawa and Alhurra Television now reach a total unduplicated weekly audience of 35 million people. In Iran, live Persian satellite television programming was doubled to one hour and the groundwork was laid for a gradual increase to four hours in 2006. Our broadcasts to Afghanistan have attracted three quarters of the listening population. In Pakistan, Urdu speakers now have a VOA-produced current events magazine to watch. Since the May 2004 launch of Radio Aap ki Duniyaa, a 12-hour-a-day broadcast stream in Urdu, VOA has more than doubled its Pakistani listening audience.

The success of these still-young broadcasting services reinforces our commitment to our two missions:

- Serving information-deprived societies that depend on outside broadcasts to learn what is happening in their own country and the outside world;
- Serving as the beacon of freedom and democracy in areas where the local news media does not always reflect those traditions.

Our goal and our standards are the same—to tell the truth. We should not be judged by whether we are the number one rated station in a given market, but by whether people turn to us for the truth and open debate about their future.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'Ken Tomlinson'.

Kenneth Y. Tomlinson  
Chairman, Broadcasting Board of Governors

# Overview

Since October 1999, the Broadcasting Board of Governors (BBG) has fundamentally transformed U.S. nonmilitary international broadcasting in pursuit of its central mission: To promote freedom and democracy and to enhance understanding by broadcasting accurate, objective, and balanced news and information about the United States and the world to audiences abroad. Those audiences receive dynamic and creative programming that inspires intellectual curiosity and supports aspirations for political, economic, social, and human rights. This transformation grows out of the post-Cold War and post-September 11 environment, changing priorities in where to broadcast and how to reach key audiences around the world. The changes that the BBG has implemented have made international broadcasting an effective tool in the U.S. effort to directly access a worldwide audience of over 140 million, countering misrepresentations of the U.S. and its policies, and providing accurate news and information and vibrant intellectual discussions and debates to those who do not receive this from their own media.

The BBG serves as the governing body of all nonmilitary U.S. broadcast entities and provides programming in 56 languages via radio, television, and the Internet. All BBG broadcast services adhere to the broadcasting standards and principles of the International Broadcasting Act of 1994 which include reliable, accurate, and comprehensive news; balanced and comprehensive presentations of U.S. thought, institutions, and policies, as well as discussion about those policies; information about developments throughout the world; and a variety of opinions from nations around the world.

With the support of the Administration and Congress, the BBG has accomplished several key goals in FY 2005. Alhurra Television and Radio Sawa are now reaching a total unduplicated audience of 35 million adults (15 and over) per week according to the latest ACNielsen survey. This survey also indicates that, in spite of high levels of anti-American sentiment throughout the region, audiences regard both Alhurra and Radio Sawa as credible sources of news and information. In less than two years, Alhurra established a presence in the crowded Arab media news market that is a proud success story for the United States and the war on terror. VOA continued to build on the success of its Persian-language television news program, *News and Views*, expanding its length from 30 to 60 minutes a day. An Urdu-language television broadcast was launched on November 14, 2005. Radio Aap ki Duniya, a 12-hour-a-day Urdu-language radio service formatted to appeal to Pakistani listeners between the ages of 15 and 39, went on the air in May 2004. Its listenership has doubled since the launch. According to an InterMedia survey, more than three quarters of Afghan radio listen-

TOP PHOTO: VOA Africa Division reporter Esther Githui interviews Senator Barack Obama (D-IL); SECOND PHOTO: RFA Vice President and Executive Editor Dan Southerland (left) talks with Cambodian opposition leader Sam Rainsy; THIRD PHOTO: RFE/RL Radio Free Afghanistan broadcaster Farida Saifi interviews a nomad woman and her children in Afghanistan's Logar Province on the topic of family planning; BOTTOM PHOTO: Ukrainian Defense Minister Anatoliy Hrytsenko sits for an interview with RFE/RL in Prague in November.





## Broadcasting Around the World in 56 Languages

ers are tuning in to BBG’s Radio Free Afghanistan broadcasts in Dari and Pashto. Plans are being made to increase transmission and program quality of Pashto-language programming to the critical border provinces of Afghanistan.

Meanwhile, VOA Indonesian doubled production of both radio and TV programs and opened a news bureau in Jakarta while over 200 radio and TV stations rebroadcast VOA news and information in Indonesia.

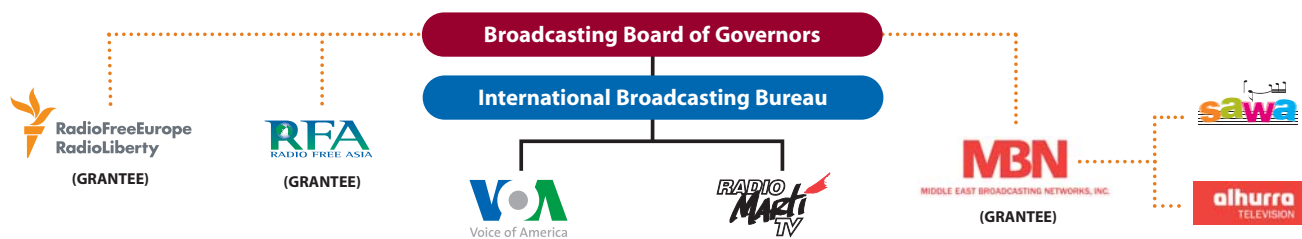
Around the globe, the BBG’s extensive network of broadcasters and bureaus closely followed important

political events, including national and parliamentary elections. Radio Farda and VOA Persian provided extensive coverage of Iran’s June 2005 presidential elections. Alhurra-Iraq, a second channel launched specifically for Iraq, and Radio Sawa featured extensive programming in the run-up to the January 2005 national election in Iraq.

The Final Report on 9/11 Commission Recommendations gave a “B” for international broadcasting: “Budgets for international broadcasting to the Arab and Muslim world and U.S.-sponsored broadcasting hours have

increased dramatically, and audience shares are growing.”

The BBG’s FY 2005 financial statements and fuller description of FY 2005 accomplishments—the Performance and Accountability Report—are available on the BBG web site. Independent auditors have given our financial statements an unqualified “clean” opinion for the second year in a row. This is the highest rating an agency can achieve.





David Jackson  
VOA Director

Employees  
1,149

FY 2005 Budget  
\$158 million

Weekly Hours Broadcast  
1,176

Languages  
44

## Voice of America

The Voice of America (VOA) broadcasts more than 1,000 hours in 44 languages on radio and nearly 50 hours in 23 languages on television of accurate and objective news and information about the U.S. and the world to a weekly audience of more than 100 million worldwide. On the Internet, VOANews.com has become one of the most popular web sites in the world for international news. No other site provides as complex a mix of text content, audio, and video files in as many as 44 languages.

In 2005, VOA provided extensive coverage of U.S. relief efforts in disaster areas. VOA deployed a multimedia correspondent team for tsunami coverage in South Asia. The team reported from Phuket, Thailand, throughout Sri Lanka—including rebel-held areas—and Aceh, Indonesia. Throughout 2005, the correspondents followed up on reconstruction progress and how people are rebuilding their lives—culminating in a one-year anniversary look live from all three locations. A senior Aceh rebel negotiator told VOA that his people would never forget help from the United States.

When a massive earthquake struck Pakistan and the divided Kashmir region killing more than 70,000 people and leaving hundreds of thousands homeless facing a harsh Himalayan winter, VOA correspondents were immediately on the scene. In the days to follow, a VOA correspondent traveled on U.S. military helicopters as they delivered medical aid and evacuated the wounded—the most visible component of Washington's extensive assistance effort.

### HIGHLIGHTS:

■ VOA launched its new five-day-a-week television program in Urdu, *Beyond the Headlines*. Radio Aap ki Dunyaa has more than doubled its Urdu listenership since its launch in May 2004 and began using a new 800 kilowatt transmitter which has increased significantly both the strength and stability of the medium wave signal.

■ VOA's flagship evening satellite television newscast to Iran, *News & Views*, expanded its live programming from 30 minutes a day to one hour, providing viewers more headlines and news analysis about Iran, the United States and the world.

■ VOA continues to diversify and expand its programming to Indonesia, the world's most populous Muslim nation. The Indonesian Service produces television segments for the largest TV networks in Indonesia to air during prime time.

■ VOA's Mandarin Service revamped its prime time radio programs to provide audiences with four hours of continuously updated news and feature programming. It also launched a new 30-minute live, daily radio call-in show. Despite the Chinese government's tightening control of the media, 10 television stations and more than 70 radio stations now carry VOA's programming, and branded multimedia VOA Mandarin



VOA Dari Service stringer Homayoun Shoaib interviews poppy farmers in Kandahar, Afghanistan, about growing replacement crops.



“In the Voice of America’s radio broadcast from London on the first V-E Day, the announcer asked Europe to ‘think of these Americans as your dead, too.’ In Dutch hearts, they already were. The Americans saw the Dutch spirit in action within weeks of liberation, when this new cemetery marked its first Memorial Day.”

—President Bush, May 8, 2005, in Margraten, The Netherlands



A stringer for *Ejo Bite?* (*How About the Future?*), VOA’s Kirundi-language youth radio program, interviews Burundian refugees in Mtabala Refugee Camp in Tanzania.

English teaching programs are widely sold throughout China.

■ Beijing Correspondent Luis Ramirez visited North Korea, producing a six-part series on various aspects of life in this rarely-visited, highly-restrictive closed country.

■ VOA Russian expanded on its television programming with the launch of a daily, 30-minute television news program called *Obyektiv (Focus)* that provides Russian viewers with a daily mix of news, newsmaker interviews, commentary and analysis, and features about life in the U.S. and the Russian-American community.

■ After registering a rise in its audience share, VOA Hindi's weekly TV magazine *Duniya (The World)* was moved to prime time. VOA Hindi's reporting of major events in the U.S., appearing on India's leading TV news channel Aaj Tak, significantly expanded in 2005.

■ New agreements were reached with major television stations in Caracas, Venezuela, and Bogotá, Colombia, along with a smaller TV network in Peru, to broadcast VOA content. VOA has expanded its Andean focus radio program *Enfoque Andino* from 30 to 60 minutes, offering more in-depth coverage of developments in Venezuela, Bolivia, Colombia, and Ecuador.



William Chen, host of VOA's Mandarin-language program *Issues & Opinions*, talks with Congressman James Leach (R-IA) about U.S.-China relations.

■ VOA Special English increased its worldwide broadcasts to 12 times a day. In addition to seven daily short-wave broadcasts, it is now on the Iraq FM, Kuwait FM, Kabul FM, and Moscow MW streams.

■ In the wake of the Andijan violence and the crackdown on international media in Uzbekistan, VOA Uzbek resumed its radio broadcasting.

■ Nearly three years after it began, *Studio 7*, VOA's radio program targeted to Zimbabwe, has more than doubled its audience and established

itself as a major player in Zimbabwe's media market.

■ Among many Africa Division programs on HIV/AIDS, VOA Hausa Service organized a Grassroots HIV/AIDS Summit in Nigeria.

■ The Horn of Africa Service restored a one-hour Amharic format. Combined with the popular Tigrigna and Afan Oromo broadcasts, the Horn now has a solid two-hour block of news, health information, and talk shows.

■ VOA opened the new Kano Reporting Center (KRC) in northern Nigeria's largest city with funds provided by USAID/Nigeria. VOA Hausa reporters at the center produce a weekly youth health program. A facility for both reporting and training, the center was officially launched in conjunction with a health-reporting workshop for women journalists.



VOA Persian Service correspondent Katayoun Beglari reports from Lebanon during that country's 2005 elections.



Thomas Dine  
RFE/RL President  
(1997–2005)

Employees  
512

FY 2005 Budget  
\$74 million

Weekly Hours Broadcast  
1,037

Languages  
28

## Radio Free Europe/Radio Liberty

Radio Free Europe/Radio Liberty (RFE/RL) is a non-profit international communications organization broadcasting to Eastern and Southeastern Europe, Russia, the Caucasus, Central Asia, the Middle East, and Southwestern Asia. In countries stretching from Belarus to Afghanistan and from the Arctic Sea to the Persian Gulf, listeners rely on RFE/RL's daily news, analysis, and current affairs programming to provide a coherent, objective account of events in their region and the world. RFE/RL broadcasts more than 1,000 hours of radio programming a week from its operations center in Prague, Czech Republic, and 23 bureaus in its broadcast region. Its corporate headquarters are located in Washington, D.C.

Through the transmission of its programs via the Internet and over shortwave, AM, FM, UKV, cable and satellite frequencies, RFE/RL provides local and regional reporting of news and developments to audiences denied access to free, independent media and ruled by repressive, anti-democratic governments.

### HIGHLIGHTS:

- RFE/RL's Radio Free Afghanistan service provided 12 hours of live coverage of Afghanistan's first parliamentary elections in decades on September 18, with 136 live reports by 37 stringers covering all 34 Afghan provinces, as well as 12 discussions with experts and observers. Comprehensive coverage like this earned Radio Free Afghanistan a weekly listenership rate of more than 75 percent in 2005.
- RFE/RL's network of correspondents covering Central Asia provided extensive coverage of the May 12-13 mass unrest in Andijan, Uzbekistan. RFE/RL's Russian, Uzbek, and Tajik services all sent correspondents to the scene, covering the unrest from several angles—from Andijan itself; from Osh, Kyrgyzstan; and from the border areas among Tajikistan, Kyrgyzstan, and Uzbekistan. The Tajik Service's Tashkent-based reporter, himself a native of Andijan, traveled immediately to cover the unrest and became a primary source of information for international agencies.
- Radio Free Iraq correspondents inside Iraq and elsewhere provided extensive, day-long live coverage of the country's three major elections in 2005—in January to the interim National Assembly, in October on the Constitution, and in December to the permanent National Assembly.
- Live, on-air interviews with the campaign directors for both Ayatollah Ali-Akbar Hashemi Rafsanjani and then-Tehran Mayor Mahmoud Ahmadinejad just before the second round of Iran's presidential election in June were an unprecedented acknowledgement of the reach enjoyed by Radio Farda, the joint RFE/RL-VOA Persian language broadcast effort to Iran. Given the Iranian rulers' consistent condemnations of Radio Farda as subversive, the interviews showed that neither candidate could afford to overlook the popularity and credibility Radio Farda enjoys among Iranians.
- Kyrgyzstan's state-run radio broadcaster unilaterally stopped nation-

During a March 14, 2005 protest rally in Osh as part of Kyrgyzstan's "Tulip Revolution," participants listened to Radio Azattyk using megaphones mounted on top of cars and connected to shortwave radio sets.



"I [have] visited a lot of villages and towns. I was surprised that people there were aware of all of the news. Radio Liberty is the mass media outlet that is providing the people in remote villages with such information."

*—Kyrgyz Acting Foreign Minister Roza Otunbayeva, June 14, 2005*

“Radio Free Europe is still as important today as it was before. It is important for countries with authoritarian or semi-authoritarian regimes, where it spreads free information. But it is also important for countries with fresh democracies, where it can show them how to build relations and establish conditions after having had freedom for a short time.”

—Vaclav Havel, September 12, 2005, Agence France Presse



RFE/RL Romania-Moldova Service correspondent  
Lina Grau talks to inmates at Moldova's Leova Prison  
in November.

wide rebroadcasting of RFE/RL Kyrgyz Service programs on February 24, just before the disputed parliamentary elections that provoked the “Tulip Revolution” that brought down the government of President Askar Akaev. Participants in the “Tulip Revolution” listened to RFE/RL Kyrgyz Service broadcasts using speakers mounted on top of cars and connected to shortwave radio sets.

■ RFE/RL’s Belarus Service was the first to announce to its listeners the selection, in August, of a single, unified opposition candidate to stand in the 2006 presidential election against current President Alyaksandr Lukashenka—often referred to as Europe’s last dictator.

■ Two correspondents for RFE/RL’s North Caucasus Service provided first-hand coverage of the October 13 armed clashes in Nalchik, the capital of Russia’s Kabardino-Balkaria Republic, where they gained unprecedented interviews with representatives of the Russian Federal Security Service (FSB) who were in the FSB office in Nalchik when it was attacked.

■ RFE/RL’s Russian Service provided comprehensive coverage of the trial of the only known accused



Radio Farda broadcasters cover the presidential elections in Iran from Farda’s studios in Prague.

terrorist to survive the Beslan massacre, as well as of the September trip by the “Mothers of Beslan” to Moscow to meet with Russian President Vladimir Putin.

■ The average number of monthly page views on RFE/RL web site increased by more than 42 percent in calendar year 2005 as compared with

the previous year, to over 9.7 million. In October 2005, monthly page views exceeded 12 million.

■ In June, RFE/RL signed a “build-to-lease” agreement that provides for the relocation of the RFE/RL operations center to a new site in Prague, Czech Republic.

■ On March 30, RFE/RL unveiled a new logo—a flaming, burnt-orange torch—and a new signature line, “Illuminate Your World.”



Former U.S.S.R. President Mikhail Gorbachev, a co-owner of Radio-1 Center, and BBG Governor D. Jeffrey Hirschberg after the signing of an agreement to place RFE/RL Russian Service programming on the UKV-frequency broadcaster in Moscow.



Libby Liu  
*RFA President*

Employees  
252

FY 2005 Budget  
\$29 million

Weekly Hours Broadcast  
252

Languages  
9

## Radio Free Asia

Radio Free Asia (RFA) is a private, non-profit news organization providing daily broadcasts in nine languages to listeners in Asia whose governments restrict freedom of information and expression. RFA broadcasts accurate and timely news and information, along with a range of voices and opinions from within Asia—with the aim of demonstrating freedom of expression over the airwaves and online.

In 2005, Libby Liu, previously RFA's Vice President for Administration and Finance, was appointed RFA President. Liu, who succeeded RFA's founding president, Richard Richter, is the first woman and the first American of Asian ancestry to serve as permanent head of a U.S. international broadcasting entity.

RFA focuses primarily on news and features of unique and specific relevance to its target countries. Through shortwave transmission and the Internet, RFA broadcasts in Mandarin, Cantonese, Uyghur, three dialects of Tibetan, Burmese, Vietnamese, Korean, Lao, and Khmer.

All broadcasts originate from RFA's Washington, D.C., headquarters. RFA also has bureaus in Hong Kong, Taipei, Phnom Penh, Dharamsala, Bangkok, Seoul, and Ankara, as well as a vast network of stringers around the world. News reports and call-in programs allow listeners to express views and exchange ideas.

RFA is dedicated at all levels to maximizing its use of new and emerging technologies to expand the reach of its broadcasts. RFA continues to build its reputation as the East Asian news service of record, with RFA news stories reproduced daily in major media around the world. RFA follows the strictest journalistic standards of objectivity, integrity, and balance. Informing East Asian listeners from all social strata and maintaining credibility among them are RFA's top priorities.

### HIGHLIGHTS:

■ RFA Uyghur led the world media in reporting the release and exile from China of Uyghur dissident Rebiya Kadeer. RFA Uyghur also broke new ground by dramatizing and publishing online in three languages a short story, "Wild Pigeon," whose author and publisher are both now serving jail terms in China for tacitly criticizing the Chinese government.

■ RFA Tibetan broadcast unique and exclusive coverage of a new

Chinese crackdown in 2005 on Tibetan Buddhist monks and nuns loyal to the exiled Tibetan leader, the Dalai Lama.

■ RFA Mandarin broke news in December of a deadly crackdown in which Chinese police opened fire on protesters in the southern province of Guangdong, in what became a major international news story. RFA Mandarin also devoted exhaustive coverage to a series



RFA Burmese Service Director Soe Thinn interviews Buddhist novices in northern Burma's Wa Autonomous Region adjacent to the Chinese border.



**"I have learned so much by listening to you. Because of RFA, I see China in a different light. I now understand China. And I have a goal in life. Thank you, Radio Free Asia, for your contribution to the realization of democracy, rule of law, freedom, and human rights in China. You will always have my support."**

*—18-year-old student from Sichuan Province, China*

“RFA broadcasts, like an educator, have brightened our hearts . . . They have opened our eyes. China always wants to keep the Uyghurs ignorant of the world. But now we understand democracy, human rights, and freedom. RFA broadcasting means more than food, drink, and air to us, because it gives us hope and inspiration. We hope RFA increases broadcasting time in the Uyghur language.”

—RFA Uyghur Service listener



RFA Mandarin Service broadcasters Jia Yuan (left) and Jill Ku read news segments broadcast to China from RFA's Washington studios.

of deadly industrial accidents and ecological disasters.

■ RFA Lao launched a new program, *Prime Time*, produced entirely in Bangkok.

■ RFA Korean covered in depth North Korea's human rights abuses and controversial nuclear program, with live, on-site broadcasts from international conferences in Washington and Seoul.

■ RFA Vietnamese led the international media with its in-depth coverage of Vietnamese Prime Minister Phan Van Khai's visit to the United States.

■ RFA Cantonese obtained and published online exclusive video footage of a protest in the southern Chinese village of Taishi, where villagers petitioned for months to remove their elected village chief.

■ RFA Burmese broke new ground with its coverage of Burma's political stalemate and deepening ethnic divisions.

■ RFA Khmer gave extensive coverage to Prime Minister Hun Sen's ongoing crackdown on human rights activists and independent media, as well as preparations for a U.N.-led tribunal aimed at bringing Khmer Rouge leaders to justice.



RFA Korean Service staff members cover Freedom House's Freedom for All Koreans event held at the Mayflower Hotel in Washington, D.C. RFA broadcast live coverage of the event to listeners in North Korea.



Dinn Phanara, wife of jailed independent Cambodian broadcaster Mam Sonando greets BGG Governor Blanquita W. Cullum (left) and Radio Free Asia Vice President and Executive Editor Dan Southerland outside of Beehive 105 radio studios in Phnom Penh, Cambodia.



Pedro Roig  
OCB Director

Employees  
150

FY 2005 Budget  
\$27 million

Weekly Hours Broadcast  
330

Language  
Spanish

## Office of Cuba Broadcasting

The Office of Cuba Broadcasting (OCB) oversees the operations of Radio Martí and TV Martí from its headquarters in Miami, Florida. Radio Martí went on the air May 20, 1985 and TV Martí went on the air March 27, 1990. They serve as a consistently reliable and authoritative source of accurate, objective, and comprehensive news to the people of Cuba.

Radio Martí broadcasts news and a variety of features and news analysis programs seven days a week, 24 hours a day. TV Martí produces eight hours of original programming daily, including a 30-minute newscast each day. While the Cuban government continues to attempt to jam Radio and TV Martí's broadcasts, the BBG has worked to identify options to overcome the jamming.

### HIGHLIGHTS:

■ The Pennsylvania Air National Guard and the U.S. Air Force continue to provide C-130 aircraft support for the transmission of TV and Radio Martí broadcasts to Cuba periodically for 4-1/2 hours.

■ A new airborne transmission system for TV and Radio Martí broadcasts to Cuba will begin in FY 2006.

■ In 2005, OCB invested over \$300,000 in digital upgrades to TV Martí's facilities. This takes OCB one step closer to a fully digital TV operation.

■ Radio Martí News covered live the Andrei Sakharov Award given to the Cuban dissident group Damas de Blanco, (Ladies in White). The group comprises wives and relatives of political prisoners. The Cuban government did not allow the group to travel to receive the award but they were able to listen to the award coverage on Radio Martí.

■ Secretary of State Condoleezza Rice said Radio Martí's truthful broadcasts are among the most effective U.S. weapons in the war of ideas. She also made clear her support for the airborne transmissions of TV Martí.

"The information for the Cubans is a very important tool to us because Castro would like nothing better than to have his people shut off from this information."

■ In November 2005, TV Martí completed production of a special short documentary on the involvement of Cuban agents in the torture and murder of U.S. POWs in Vietnam during 1967 and 1968. This documentary was picked up by the prestigious University of Miami Institute for Cuban and Cuban-American Studies (ICCAS).

■ Radio Martí produced live reports from the May 20 Assembly for the Promotion of Civil Society, which brought together diverse opposition groups to discuss promoting democracy in Cuba. A resolution was passed recognizing Radio Martí "for all the years of providing information to the Cuban people."

Broadcasters read the news in an OCB studio in Miami.



“Another of Mr. Bush’s cynical actions is the constant, increasing radio and television attacks on our people.”

—Cuban President Fidel Castro, July 26, 2005



Bert Kleinman  
*MBN President*

Employees  
220

FY 2005 Budget  
\$71 million

Weekly Hours Broadcast  
504

Language  
Arabic

## Middle East Broadcasting Networks

The Middle East Broadcasting Networks, Inc. (MBN), a non-profit grantee of the BBG, operates Alhurra Television and Radio Sawa.

Throughout the Middle East, Alhurra TV and Radio Sawa continue to grow in popularity and credibility. Independent surveys by respected research companies including ACNielsen and Ipsos, show that, together, Alhurra TV and Radio Sawa effectively reach a significant weekly audience of more than 35 million adults. The recent ACNielsen survey of nine countries in the Middle East reports that 77 percent of Alhurra's viewers and 73 percent of Radio Sawa's listeners consider their news to be reliable. Both broadcasters adhere to the highest professional standards of journalism. They seek to promote the free marketplace of ideas, freedom of speech, and the protection of human rights including freedom of religion. Their modern and forward-looking style is based on respect for the intelligence and culture of their large audiences.

Alhurra TV was launched on February 14, 2004. At the core of its programming is an extensive schedule of news and information which is consistently reliable and authoritative, accurate, objective and comprehensive. Complementing the news are talk shows, debates, documentaries and entertaining information programs on a wide variety of subjects including sports, health, travel, fashion, and technology. Alhurra's daily program schedule is available on the Internet at [www.alhurra.com](http://www.alhurra.com).

Alhurra keeps its audience informed throughout the day and night with three in-depth one-hour newscasts, 10-minute updates at the top of other hours, and news headlines during the hour. Alhurra's broadcasts originate from its headquarters in Springfield, Virginia, as well as bureaus and production centers in Baghdad, Dubai, Beirut, and Amman. In addition to regular newscasts, Alhurra presents extensive live coverage of breaking news as it happens.

In April 2004, a second channel was launched specifically for Iraq. Alhurra-Iraq is broadcast via satellite, as well as via terrestrial transmitters in Baghdad (Channel 12) and Basra (Channel 3). Alhurra-Iraq's news and current affairs programs concentrate on issues facing the Iraqi viewers as they move into a new era, rebuilding their country.

Both Alhurra and Alhurra-Iraq transmit across the Middle East and North Africa on the Nilesat and Arabsat satellites, the same satellites used by the major regional Arabic channels.

Radio Sawa seeks to effectively reach a significant portion of the influential under-30 population of the Middle East. Broadcasting 24/7, mostly on FM, Radio Sawa provides its audience with reliable and objective up-to-date news, interesting information, and an upbeat blend of Arabic popular and mainstream Western music. Aside from listeners under 30 who make up the majority of the population in the Middle East, Radio Sawa targets news-seekers of all ages. Radio Sawa is committed to broadcasting accurate, authoritative, comprehensive, and timely news about the Middle East, the United States, and the world.

Anchors Talal A-Sada and Samar Haddad on the set of one of Alhurra's prime time newscasts, *The World Today*.

MIDDLE EAST  
BROADCASTING  
NETWORKS, INC. **MBN**



“... Alhurra has established its ‘Arab’ presence internationally despite its American origin. The station is novel. It is American. It speaks Arabic. Its management has hired the best media people in the Arab world.”

—*Al Diyar newspaper*

“One of the reasons that U.S.-supported Radio Sawa is so popular in Syria is because it is able to attract the young and disenfranchised.”

—Farid N. Ghadry, president of the Reform Party of Syria,  
*Washington Times*, October 31, 2005



A view of one of Radio Sawa's broadcasting studios.



## HIGHLIGHTS:

■ Alhurra and Radio Sawa provided live continuous coverage of the three historic elections in Iraq with correspondents reporting from polling centers throughout Iraq, as well as analysis from expert guests in Baghdad and Washington.

■ Alhurra produced and broadcast the first televised electoral debate in Iraq's history, featuring six candidates representing the major political parties.

■ *Free Hour*, Alhurra's daily prime-time talk show, broadcast a special series of programs live from Egypt. The series discussed the economic, educational, political, and human rights challenges facing Egypt, bringing together politicians and experts before a live studio audience.

■ Alhurra broadcast a live town hall meeting from Kuwait focusing on women's rights. The panel consisted of six members of the Kuwaiti Parliament who discussed the possibility of reforming laws affecting women's political participation in Kuwait as well as the role of women throughout the Middle East.

■ Alhurra broadcast a live town hall meeting live from Damascus. The guests discussed media laws in Syria and the lack of freedom of the press there. They also called for the end of interference in the press by Syrian authorities.

■ Alhurra broadcast a special two-hour town hall meeting live from Sharm el-Sheik, Egypt, soon after the terrorist attacks there. The town hall meeting presented a frank and open discussion of the war on terror and the negative effects of the bombings.

■ Alhurra and Radio Sawa provided extensive live coverage of the aftermath of the assassination of former Lebanese Prime Minister Rafik Hariri and the resulting Cedar Revolution in Lebanon, including live town hall meetings in Beirut. Both Alhurra and Sawa carried live broadcasts of the demonstrations, interviews with Lebanese officials and reaction from ordinary citizens.

■ Radio Sawa launched a new weekly program for Iraq, *Law and the Citizen*, providing legal advice on topics such as the rights of women, property disputes, and marriages.

■ On the second anniversary of the terrorist attacks in Morocco, Alhurra broadcast a special edition of *Free Hour*, which included a new documentary Alhurra commissioned on Al-Qaeda and extremism in Morocco.

■ Alhurra was the only Arabic-language satellite television channel in the Middle East to broadcast the Iraqi National Congress sessions in their entirety. In addition to the proceedings themselves, Alhurra's coverage included interviews with key participants and reaction from citizens in Iraq and leaders around the world.

■ Alhurra launched a new web site, providing viewers with up-to-date information on Alhurra's daily program schedule as well as news updates from Radio Sawa's popular all-news web site.

■ Radio Sawa broadcast *Windows on the Iraqi Constitution*, in the weeks leading up to the Iraqi vote on the new constitution. This daily program featured Iraqi experts explaining the meaning of every article of the new Iraqi constitution.



An Alhurra correspondent reporting from the field during heavy fighting in Fallujah.

■ Alhurra began a weekly program, *Inside Washington*, giving viewers an in-depth look at the American political process. Through interviews and in-depth reports, *Inside Washington* provides viewers all over the Middle East with fresh perspectives on the U.S. and its foreign policy.



# International Broadcasting Bureau

The International Broadcasting Bureau (IBB) provides administrative, technical, policy, and program support to the Voice of America and the Office of Cuba Broadcasting. It also provides transmission services for all the BBG broadcast services. IBB stays on the cutting edge of technology, managing a complex network of domestic and overseas transmitting stations as well as satellite and other Internet delivery systems. This network relays U.S. government-funded programs to transmitting stations and to AM, FM, shortwave, and cable communications worldwide. The IBB Office of Policy produces the U.S. government editorials heard daily on VOA broadcasts.

## HIGHLIGHTS:

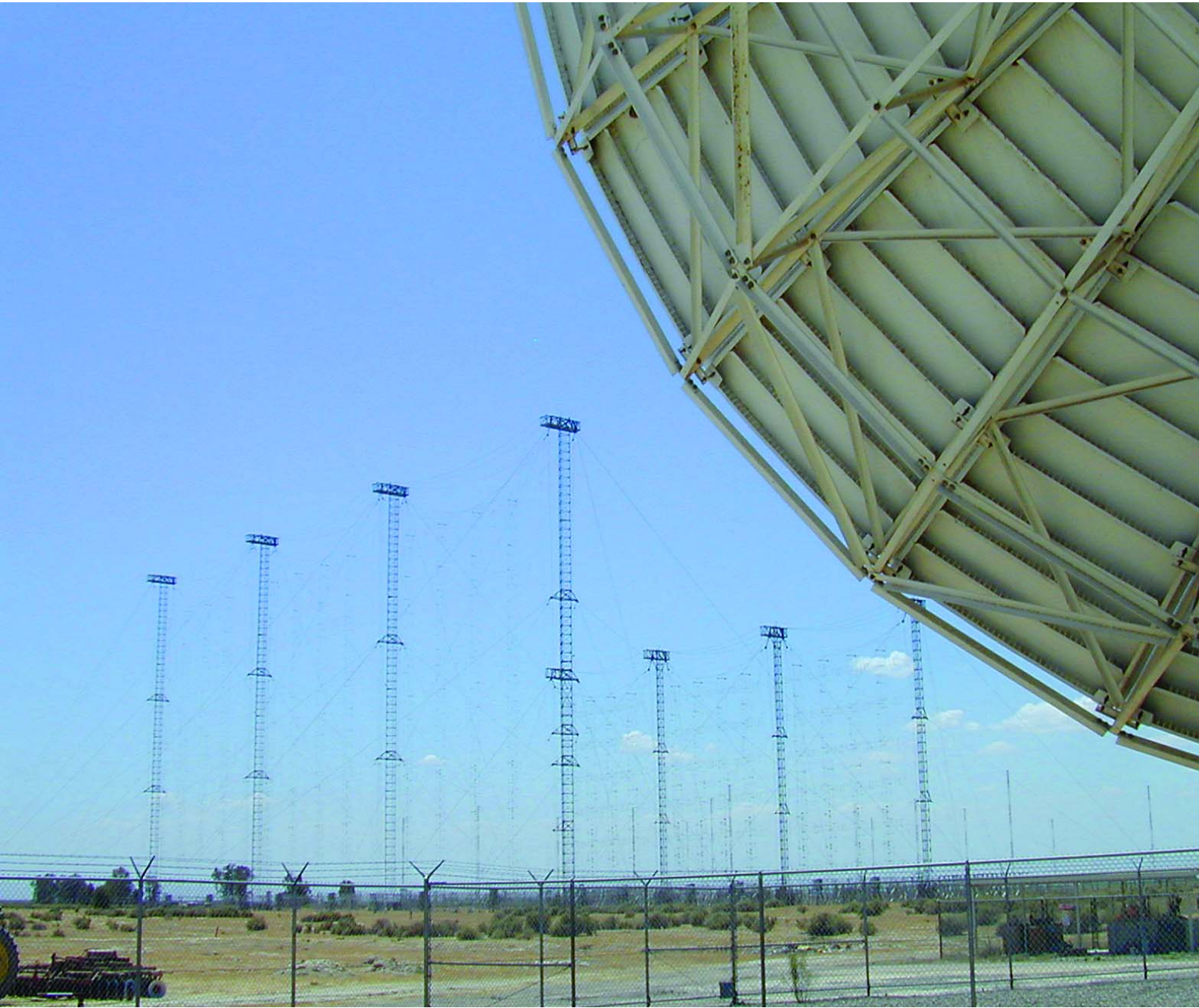
- New FM transmitters were established in key Afghanistan cities.
- Improvements to the transmitter in Tajikistan for broadcasts to Pakistan continue, including the installation of a new 800 kW medium wave transmitter and a new antenna system to be completed in FY 2006.
- New BBG TV transmitters are being installed in Mosul and Al Hilla to bring the total to four BBG TV transmitters broadcasting Alhurra programs in major cities of Iraq.
- A new 800-kilowatt medium wave transmitter leased from the United Arab Emirates is improving the transmission of Radio Sawa to Saudi Arabia and other Middle East audiences.
- A fourth shortwave transmitter began service from the IBB Kuwait Transmitting Station to expand broadcast capacity to critical audiences in Afghanistan and Central Asia.
- A country-to-country agreement with Sudan was signed for up to 12 FMs to be located throughout the country to broadcast Radio Sawa.
- VOA and RFA Mandarin broadcasts were introduced on Eutelsat direct-to-home satellite television and radio.
- New affiliate agreements were signed for both RFE/RL and VOA services to Ukraine and new UKV affiliate agreements for RFE/RL Russian.

Employees  
882

FY 2005 Budget  
\$248 million  
(includes IBB  
and BBG)

*BBG technicians inspect antenna components on the ground prior to their remounting onto antenna towers.*

Satellite receiving dish overlooks a field of radio transmitting antennas at one of the BBC's transmitting stations worldwide.



## Alhurra At Two

In the fall of 2005, Alhurra Television provided extensive coverage of the Egyptian presidential and parliamentary elections, including exclusive reports on the candidates, the debates, and the violence on election day. With more than 11 hours of live continuous coverage on election day, updates from correspondents throughout Egypt, expert guests with analysis from Egypt and Washington, and a special two-hour edition of *Free Hour*, Alhurra came in for high praise from the Arabic-language newspaper *Al Quds Al Arabi*. By no means friendly to the United States, *Al Quds Al Arabi* described Alhurra's coverage of the

elections in Egypt this way: "Alhurra television emerged like a black stallion in this satellite competition, since it was able to attract normal viewers and activists alike thanks to its wide range of guests from the opposition who are not fearful of criticizing the Mubarak regime, as well as Mubarak and his family specifically, while viewers showed disinterest in Aljazeera's coverage."

Representative Adam Schiff (D-CA) heard this praise cited during congressional testimony, and posed this question about Alhurra Television: "If this is a niche, isn't this a great one to

really try to develop and exploit in other countries? If what you can offer to people, what will get Arab audiences to tune in, is their chance to hear something other than their own state-run message; not even necessarily the American message, but hear their domestic, internal debate, that seems to me something you could offer that really would distinguish yourself from your competitors in the region and get people tuning in."

Congressman Schiff put his finger on what is becoming the *raison d'être* of America's two-year-old introduction to the crowded Middle East satellite



Michel Ghandour, Alhurra's State Department correspondent, reporting live.

television marketplace. Over 21 million adults a week in the Middle East now have an alternative source of news, presenting open discussion, different opinions, new perspectives on issues affecting the Middle East and the world, and a balanced view of America and American policies.

America has established itself as a player in the Arabic-language news market. Alhurra has become the channel for serious people seeking serious debate. This has been accomplished at a fraction of the budget of our competitors.

Alhurra Television broadcasts 24 hours a day, seven days a week to viewers all over the Middle East, bringing unprecedented town hall meetings, talk shows, and debates. In a typical week, more than 150 Alhurra journalists around the world produce 40 hours of news, 24 hours of debates and talk shows, 33 hours of current affairs programs, as well as groundbreaking town hall meetings carried live from places like Damascus, Beirut, Cairo, Khartoum—and even from a Palestinian refugee camp in south Lebanon. These town hall meetings feature debates and intelligent discussion on issues few others in the Arab media would dare tackle: freedom and democracy in the Middle East, women's rights in the Arab world, and the challenge of global terrorism.

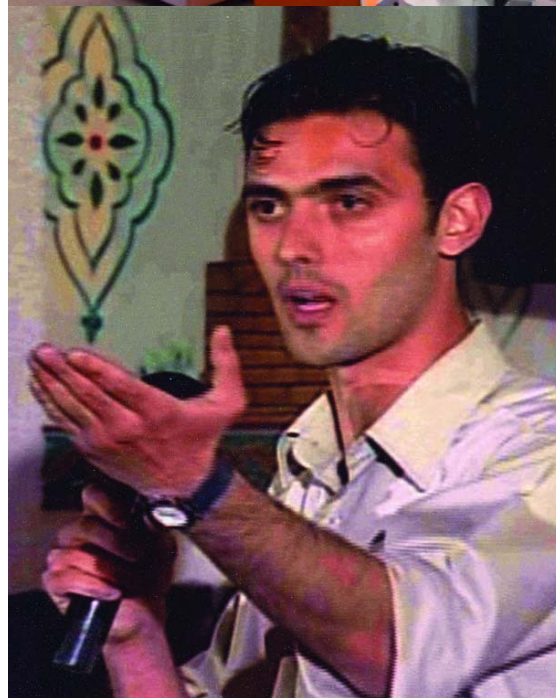
Because of Alhurra, the Arab street can hear what the President, Secretary of State, and Members of Congress are saying—without filter. Real issues and debates can be presented substantively and intelligently—an intellectually vigorous alternative to the tabloid-style, victim-based fare that Arab viewers are constantly exposed to.

Alhurra has provided to the region a forum for open debate. In addition to stimulating discussion on freedom and democracy, issues such as

human rights, economics, and the role of women in society, are now on the table.

Alhurra's news professionals gave the people of Iraq debates among candidates—the first televised debate in a democratic election in the history of Iraq. On election day in Iraq, the people were able to see that, within hours after a bombing at a polling booth, with blood still on the street, people were lined up to vote.

As for Alhurra's coverage of the Egyptian election, Congressman Schiff said it best: "It sounds like the coverage that you did in Egypt was very successful, in part because it was unique, in that you were giving a platform for debate over Egyptian elections—which Egypt would not allow in any other forum."



TOP PHOTO: A teleprompter shows an anchor on *The Global*, one of Alhurra's prime time newscasts; MIDDLE PHOTO: A participant in Alhurra's historic town hall meeting on freedom of speech, live from downtown Damascus, Syria; BOTTOM PHOTO: Colleagues and relatives take the coffin of Alhurra correspondent Abdel Hussein Khazaal for burial after he was killed by unknown attackers in Basra, Iraq, in February 2005 (AFP photo/Essam al-Sudani).

# Expanding Broadcasts in the Muslim World



Journalist Luna Shad hosts *Next Chapter*, VOA's Persian-language youth television program.

After establishing 24/7 coverage of the Arabic-speaking Muslim world, dramatic progress characterized BBG's outreach to non-Arabic speaking Muslim populations in 2005.

VOA's Persian-language service has doubled its TV audience since 2004. By late 2005, independent audience research showed more than one in five viewers in Iran watched our programming each week. In May, the daily satellite television show *News and Views* expanded from 30 minutes to one hour with multiple repeats,

setting the stage for an increase in original programming to four hours in 2006. To cover the Iranian elections live on June 17, *News and Views* produced a special three-hour broadcast. Features now include a twice-weekly feature on women and women's rights issues, regular interviews with prominent Iranian political experts, activists, journalists and academics, along with daily e-mail comments from viewers in Iran.

Radio Farda, a joint project of VOA and RFE/RL, continued to target

younger audiences with a mix of Persian and Western music along with eight hours of news and current affairs programming daily. At the RFE/RL web site, news about events in Iran can be found in both Persian and English.

Afghanistan is both a BBG success story and fertile territory for greater accomplishments. VOA and RFE/RL provide a combined 24/7 coverage with programming in both Dari and Pashto. The latest independent research figures available show more

than three quarters of Afghan listeners are tuning to our broadcasts each week. VOA's Radio Ashna is now produced in a more contemporary, fast-paced format with daily call-in shows and in-country reporting from more than 20 stringers. RFE/RL's Radio Free Afghanistan offered extensive coverage of the parliamentary elections in September, featuring live interviews with officials and voters throughout the country. Plans are in the works for new transmitting facilities to bring radio programming to the remote provinces along Afghanistan's eastern border and a daily television program in both Dari and Pashto to be broadcast directly to viewers via satellite.

As already noted in earlier sections, VOA's Urdu radio programming has attracted a strong audience in the short time it has been on the air. In November, *Beyond the Headlines* made its TV debut, offering a current events magazine format that is carried in prime time on GEO, Pakistan's most widely watched satellite TV channel. Particular emphasis is given to the lives of Pakistani-Americans, how they have succeeded in their adopted country while maintaining cultural and religious traditions.

A sometimes-overlooked statistic is that one out of every five Muslims in the world lives in sub-Saharan Africa, some 250 million people, and VOA also reaches a large percentage of them. In Nigeria, the VOA Hausa Service has a weekly audience reach of over 50 percent.

In Indonesia, with the world's largest Muslim population, VOA Indonesian TV attracted large audiences for its coverage of that country's president's visit to the U.S. in September. Its reports were aired on 21 national and regional stations in the sprawling island nation.

Continued strengthening of program content and transmission quality of these services should produce further gains in 2006.



TOP PHOTO: State Department Deputy Spokesman Adam Ereli (center) during a Radio Farda call-in show with moderator and Radio Farda Washington Director Behruz Nikzat (left); MIDDLE PHOTO: Radio Free Afghanistan stringer Reshteen Qaderi in Kandahar; BOTTOM PHOTO: Aneka Osman, anchor of the VOA's Urdu-language television program *Beyond the Headlines*.

# Broadcasting Board of Governors



Kenneth Y. Tomlinson  
Chairman

Kenneth Y. Tomlinson is a former director of the Voice of America and has more than 35 years of journalistic experience. He began his career as a reporter for the *Richmond Times-Dispatch* in 1965. In 1968 he joined the Washington bureau of *Reader's Digest*, then served as a correspondent in Vietnam, and eventually in Paris, where he covered events in Europe, Africa, and the Middle East. In 1982, President Ronald Reagan appointed Tomlinson Director of VOA, where he served until 1984. After his tenure at VOA, Tomlinson returned to *Reader's Digest* to serve as managing editor. He was subsequently named executive editor of the *Digest* in 1985 and editor-in-chief in 1989. He retired from *Reader's Digest* in 1996. He has served as the chairman of the National Commission on Libraries and Information Science (1985), and as a member of the U.S. Board for International Broadcasting (1986-1994).



Joaquin F. Blaya

Joaquin F. Blaya is chairman of Blaya Media, Inc. Since emigrating to the United States from Chile 36 years ago, Blaya has held a number of senior management positions with media companies. He has served as chairman of Radio Unica, a Spanish-language radio network, and as CEO of the Telemundo Group, Inc., the nation's second-largest Spanish language television network. Blaya also served as president of Univision Holdings, Inc., the nation's largest Spanish-language media company. Before coming to the United States, he worked in several marketing and media firms. He is chairman of the UM/Sylvester Comprehensive Cancer Center. Blaya is also a member of the Board of Trustees at the University of Miami.



Blanquita Walsh Cullum

Blanquita Walsh Cullum is chairman of the Talk Radio First Amendment Committee. She is former president of the National Association of Radio Talk Show Hosts. Every year since 1995, she has been named by TALKERS magazine, the trade publication for the industry, as one of the Top 100 broadcasters in talk radio. Her nationally syndicated program, *Newsbeat*, is heard coast-to-coast on the Radio America Network. She is the president and founder of the Young American Broadcasters Program. Cullum, the first Hispanic woman and the first radio talk show host to serve on the BBG, is also a member of the National Moment of Remembrance Commission. Cullum frequently appears on national television. She began her broadcasting career over 25 years ago in San Antonio, Texas. She also has worked for the Coors Corporation and the National Bureau of the Census.





D. Jeffrey Hirschberg

D. Jeffrey Hirschberg is a partner at Kalorama Partners, LLC, a consulting firm concerned with transparency, corporate governance, and risk assessment. He was director of the corporate responsibility practice at Howrey, Simon, Arnold and White, LLP. Hirschberg retired from Ernst & Young in 1999 as vice chairman/ governmental affairs. Previously, he worked as a private attorney in both Washington, D.C., and Milwaukee, Wisconsin. From 1972-1980, Hirschberg worked for the U.S. Justice Department as a special attorney and deputy chief of the criminal division's special litigation section. He also prosecuted civil and criminal matters as an assistant U.S. Attorney in Milwaukee. He is a director of the U.S.-Russian Business Council and a member of the Board of Advisors for the *Foreign Corrupt Practices Act Reporter*.

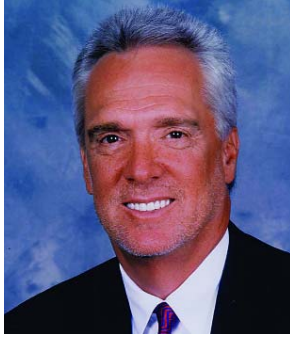


Edward E. Kaufman

Edward E. Kaufman is president of Public Strategies, a political and management consulting firm based in Wilmington, Delaware. In 1995, he was appointed a charter member of the Broadcasting Board of Governors. Since 1991, he has been a Senior Lecturing Fellow at Duke University's School of Law, Fuqua School of Business, and Sanford Institute of Public Policy. He is a Trustee of Christiana Care Corporation and a member of the Board of Directors of Children and Families First. Kaufman was formerly Chief of Staff to U.S. Senator Joseph R. Biden, Jr. (D-DE). Previously, he worked in various technical, financial, and marketing positions with the DuPont Company.



**TOP PHOTO:** BBG Board Chairman Kenneth Tomlinson accepts a handmade gift from an RFE/RL journalist in Kabul during his June visit to Afghanistan; **MIDDLE PHOTO:** Members of the Broadcasting Board of Governors join MBN President Bert Kleinman (second from left) for a tour of the Alhurra television studios in Springfield, Virginia; **BOTTOM PHOTO:** BBG Governor Edward E. Kaufman honors recipients of the 2005 David Burke Award for Distinguished Journalism in Washington, DC.



Norman J. Pattiz

Norman J. Pattiz is founder and chairman of Westwood One, America's largest radio network and supplier of local TV content. Westwood One owns, manages or distributes the NBC Radio Network, CBS Radio Network, the Mutual Broadcasting System, CNN Radio, Metro Networks, Metro Traffic and Shadow Traffic. He serves as a member of the University of California's Board of Regents. Pattiz is a past president and executive board member of the Broadcast Education Association and a trustee of the Museum of Television & Radio, the Hollywood Radio & Television Society and the NARAS Foundation. He is a member of the Council on Foreign Relations and the Pacific Council of International Relations.



Steven J. Simmons

Steven J. Simmons is chairman, CEO of Patriot Media and Communications, LLC, a cable television company. It offers over 80,000 customers digital programming, high speed Internet access, digital phone and other advanced communications services. Simmons chairs the Cable TV Entrepreneurs Club of 22 present and former cable CEO's, previously served on the National Cable TV Association Board, and was voted a Cable TV Pioneer. From 1982-1994, he was chairman, CEO of Simmons Communications, Inc. (SCI), which served cable subscribers in 20 states with over 50 offices nationwide. Prior to SCI, Simmons served almost four years on the White House's domestic policy staff, which followed his being assistant, then associate professor, and author of communications law articles at University of California.



Secretary of State Condoleezza Rice

Secretary Rice serves as the ex-officio member of the bipartisan Board. Prior to becoming Secretary of State, Dr. Rice served as Assistant to the President for National Security Affairs, commonly referred to as the National Security Advisor. She also was in government service from 1989 through March 1991, the period of German reunification and the final days of the Soviet Union, when she served in the Bush Administration as Director, and then Senior Director, of Soviet and East European Affairs in the National Security Council, and a Special Assistant to the President for National Security Affairs.



BBG Governor Steven Simmons (second from right) and VOA Director David Jackson (third from right) are photographed alongside GEO Television officials at the launch of VOA's *Beyond the Headlines* TV show in Islamabad, Pakistan, in November 2005.

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Washington, DC 20036  
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Springfield, VA 22153  
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Internet: <http://www.alhurra.com>; <http://www.radiosawa.com>

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Brian T. Conniff  
BBG Executive Director

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Bruce Sherman, Strategic Planning Manager  
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