The background of the entire cover is a gold-colored surface with a large, embossed eagle. The eagle's wings are spread wide, and its head is turned to the left. The eagle is perched on a pedestal with vertical lines. The embossing is subtle, creating a textured effect.

Broadcasting Board of Governors

Voice of America

Office of Cuba Broadcasting

WORLDNET Television

Radio Free Europe/Radio Liberty

Radio Free Asia

ANNUAL REPORT

2000

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



As required by Section 305 (a) of Public Law 103-236, the U.S. International Broadcasting Act of 1994, the Broadcasting Board of Governors respectfully submits its fifth annual report. It summarizes the activities of the U.S.-funded international broadcasting services of the Voice of America, Radio and TV Martí, WORLDNET Television, Radio Free Europe/Radio Liberty, and Radio Free Asia.

On October 1, 1999, this bipartisan, presidentially appointed Board assumed sole supervision of U.S. international broadcasting, in accordance with the 1998 Foreign Affairs Reform and Restructuring Act (P.L.105-277). This act established the supervisory responsibility for all U.S. non-military international broadcasters with the Board.

The Broadcasting Board of Governors has made great strides in taking the nation's international broadcasting into the 21st century. Confident in our mission, we are intent on using new and innovative technology to carry the message of truth to the world. By enhancing our delivery systems, our services will be increasingly able to reach ever-growing audiences around the world using satellite, television, AM, FM, and the Internet, as well as traditional shortwave.

The Governors are proud of the work they do and are even prouder of the work of the hundreds of men and women who gather and report the news for our constituent broadcasters. Our broadcasters have the opportunity each day to present news and information about the United States and its policies in an accurate and forthright manner to the more than half the world that still, sadly, does not enjoy full access to a free media. With the full support and encouragement of the President and the Congress, we continue to strive to present the ideas of freedom, truth, and democracy to a world still hungry for those timeless principles.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'Marc B. Nathanson'.

Marc B. Nathanson
Chairman

Mission and Strategic Goal

MISSION:

In establishing the Broadcasting Board of Governors (BBG) as an independent agency, the Congress stated that it is the policy of the United States to promote the right of freedom of expression, including the freedom “to seek, receive, and impart information and ideas through any media regardless of frontiers,” in accordance with Article 19 of the Universal Declaration of Human Rights.

Pursuant to that policy, the BBG promotes open communication of information and ideas among the peoples of the world, thus contributing to international peace and stability.

STRATEGIC GOAL:

The strategic goal of U.S. international broadcasting is to promote the free flow of information around the world. U.S. international broadcasting supports U.S. foreign policy by:

- Providing audiences comprehensive, accurate, and objective news and information.
- Representing American society and culture in a balanced and comprehensive way.
- Presenting the policies of the United States clearly and effectively, along with responsible discussion and opinion of those policies.
- Reaching audiences in the languages, media, and program formats that are most appropriate.
- Encouraging development of free and independent media.
- Utilizing comprehensive and accurate research to understand audiences.

Stewards of America's Overseas Broadcasting: The Broadcasting Board of Governors

On October 1, 1999, the Broadcasting Board Governors became the independent, autonomous entity responsible for all U.S. government and government-sponsored, non-military international broadcasting. This was the result of the 1998 Foreign Affairs Reform and Restructuring Act (Public Law 105-277), the single most important legislation affecting U.S. international broadcasting since the early 1950s.

This landmark reorganization reaffirms the independence of U.S. international broadcasting and sets us on a clear course to pursue unbiased news programming and public service information in an increasingly unpredictable world. Mindful that journalistic integrity is essential to credibility, we look forward to continuing to provide accurate and reliable information to radio listeners, TV viewers, and users of the Internet around the globe. At the same time, we continue to present programming about the United States, its people, institutions, values, and policies.

Independence embraces the idea that all of our broadcasters are journalists who must be accurate, objective, and comprehensive in their approach to the delivery of news and information. This entity reaffirms the role of international broadcasting as a voice for human rights and democratic freedoms, with new global challenges and priorities to address.

The creation of an independent BBG also belies arguments that U.S. government-supported international broadcasting is a Cold War institution whose work is long completed. International broadcasting will continue to be vital as long as segments of the world's population are denied access to a free press and as long as they hunger for alternative sources of news and information about their own countries and the rest of the world. The end of the Cold War was not the end of history; nor did it end repressive regimes. On the contrary, our mission is growing, and we are adapting and improving our methods of delivering news and information to people around the globe who live under totalitarian regimes that want to control the news media and block out truthful information.

Every week about 100 million listeners, viewers, and Internet users around the world tune in, switch on or log on to the programs of the BBG's five component broadcasters: the Voice of America (VOA), Radio Free Europe/Radio Liberty (RFE/RL), Radio and TV Marti, WORLDNET Television, and Radio Free Asia (RFA), with the assistance of the International Broadcasting Bureau (IBB).

The BBG is also charged with evaluating the mission and operation of U.S. international broadcasters in order to ensure compliance with statutory broadcasting standards; with assessing the quality, effectiveness, and priorities of the language services; and with submitting annual reports to the President and Congress. The Broadcasting Board of Governors also serves as the Board of Directors for Radio Free Europe/Radio Liberty and Radio Free Asia.

The Board is bipartisan and is composed of nine members who collectively have expertise in the fields of journalism, broadcasting, and public and international affairs. Eight members are appointed by the President of the United States and confirmed by the U.S. Senate. The ninth, an ex officio member, is the Secretary of State.

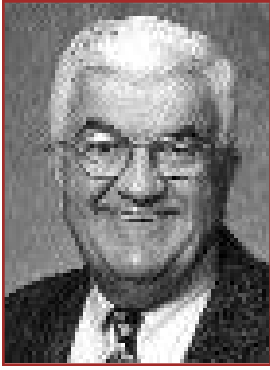
THE BROADCASTING BOARD OF GOVERNORS

During calendar year 2000, the members of the Board included: Chairman Marc B. Nathanson, Tom C. Korologos, Edward E. Kaufman, Alberto Mora, Cheryl Halpern, Norman J. Pattiz, Robert M. Ledbetter, Bette Bao Lord (through October 2000), Carl Spielvogel (through July 2000), and Secretary of State Madeleine Albright.



Marc B. Nathanson, Chairman
Mr. Nathanson is Vice Chairman of Charter Communications, the nation's fourth largest cable television operator, serving over seven million subscribers throughout the United States. Mr. Nathanson is a 30-year veteran of the cable TV industry and was elected a member of "Cable Pioneers" in 1982. He also serves on the boards of the Annenberg School of

Communications at the University of Southern California and UCLA's Anderson School of Management and is Chairman of UCLA's Center for Communications Policy. He is also Chairman of Mapleton Investments LLC, Mapleton Capital Management LLC, and Mapleton Communications. Mr. Nathanson is a former member of the Albanian-American Enterprise Fund and is a member of the Council on Foreign Relations.



Tom C. Korologos

Mr. Korologos is President of Timmons & Company, a government relations consulting firm. A former journalist in Salt Lake City and New York City, he previously served as Chairman of the United States Advisory Commission on Public Diplomacy and as a member of the Board of Directors of the International Media Fund. He served as Chief of Staff to

U.S. Senator Wallace F. Bennett and was a White House Assistant to Presidents Nixon and Ford.

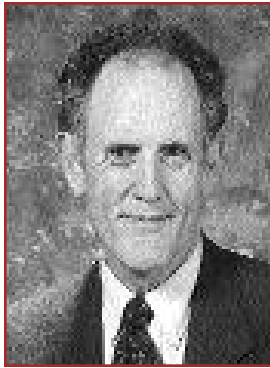


Robert M. Ledbetter, Jr.

(Appointed November 2000)

Mr. Ledbetter is Vice President & General Manager of WTVA-TV in Tupelo, Mississippi. He is also on the Board of Directors of Blue Cross Blue Shield of Mississippi. Mr. Ledbetter began his career as an announcer on WAMY Radio in Amory, Mississippi. He later moved to TV where he was

first a news anchor, then the News Director/Anchor at WTVA-TV.



Edward E. Kaufman

Mr. Kaufman is President of Public Strategies, a political and management consulting firm in Wilmington, Delaware. In addition, he is a Senior Lecturing Fellow at Duke University School of Law and the Fuqua School of Business. Mr. Kaufman was formerly the Chief of Staff to U.S. Senator Joseph Biden.



Norman J. Pattiz

(Appointed November 2000)

Mr. Pattiz is founder and Chairman of Westwood One, America's largest radio network. Westwood One owns, manages, or distributes the NBC Radio Network, CBS Radio Network, the Mutual Broadcasting System, CNN Radio, Fox Radio Network, Metro Networks, Metro Traffic, and Shadow Traffic.

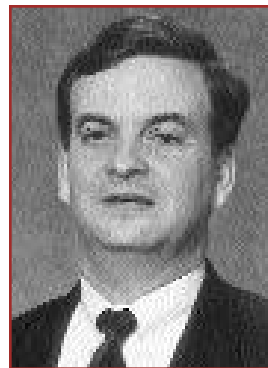
Mr. Pattiz has received an Honorary Doctorate in Fine Arts from Southern Illinois University. He also serves as a Commissioner on California's 21st Century Infrastructure Commission. He is a member of the executive board and past president of the Broadcast Education Association, a trustee of the Museum of Television & Radio and the Hollywood Radio & Television Society.



Cheryl Halpern

Ms. Halpern has participated extensively in community activities on national, state, and local levels. She serves on the Boards of the International Republican Institute and the Washington Institute for Near East Policy. She also serves as Chairperson of the B'nai B'rith International United Nations Committee. From 1990 to 1995, Ms. Halpern served as a

member of the Board for International Broadcasting, the former oversight body for RFE/RL.



Alberto Mora

Mr. Mora left the Broadcasting Board of Governors in July 2001 upon his appointment as General Counsel of the U.S. Navy. He was formerly an attorney in private practice with the law firm of Greenberg Traurig in Washington, D.C., where his focus was international law. A former State Department Foreign Service Officer, Mr. Mora served as

General Counsel of the United States Information Agency from 1989 to 1993.



Bette Bao Lord

(Through October 2000)

Ms. Lord is a recognized author and lecturer whose works include *Legacies: A Chinese Mosaic*, chosen by *Time* magazine as one of the ten best non-fiction books of 1990, and *Spring Moon*, a *New York Times* bestseller and nominee for the American Book Award. She is also Chair of the Freedom House Board of

Trustees and serves on the Board of Trustees of the Freedom Forum.



Madeleine K. Albright

Secretary of State Madeleine K. Albright served as an ex officio member of the bipartisan Board through calendar year 2000.



Carl Spielvogel

(Through July 2000)

Mr. Spielvogel left the Broadcasting Board of Governors upon his appointment as United States Ambassador to the Slovak Republic. He was formerly Chairman and Chief Executive Officer of Carl Spielvogel Associates, Inc., a global investment and communications company. Earlier in his career,

he was a reporter and columnist at the *New York Times* for eight years.

To review, evaluate, and determine, at least annually, after consultation with the Secretary of State, the addition or deletion of language services.

— U.S. International Broadcasting Act of 1994, sec. 305 (a) (4), as amended

Consistent with the BBG's mandate from Congress, the BBG concluded in January 2000 a four-month strategic analysis of the language services of U.S. international broadcasting. This review consisted of gathering all relevant data, developing an appropriate analytical framework,

receiving foreign policy guidance from the Department of State, and then arriving at appropriate conclusions. Based on this effort, the BBG decided that there was a need to reduce funding for 19 language services and to enhance funding for 15 language services.

REDUCTIONS INCLUDED:

SERVICES:

VOA Albanian radio	RFE/RL Bulgarian	VOA Bulgarian
VOA Croatian	RFE/RL Czech (RSE)	VOA Czech
RFE/RL Estonian	VOA Hungarian	VOA Khmer
VOA Lao	VOA Latvian	VOA Lithuanian
VOA Polish	RFE/RL Romanian	VOA Romanian
VOA Serbian	VOA Slovak	VOA Slovene
RFE/RL South Slavic		

PROGRAMS:

RFE/RL Internet

ENHANCEMENTS INCLUDED:

SERVICES:

VOA Albanian TV	VOA Amharic	VOA Burmese
VOA Central Africa	VOA English/Africa	VOA French/Africa
VOA Hausa	VOA Indonesian	VOA Macedonian
Radio Martí	RFE/RL Russian	VOA Spanish (Andean region)
VOA Swahili	RFE/RL Ukrainian	VOA Vietnamese

SUMMARY

As a consequence of this language review, \$4.51 million was reallocated to higher priority languages and functions, minus the cost, \$190,000, of the special strategic market area studies that the review required. Forty-seven staff positions were eventually cut. No additions or deletions of language services occurred during this review cycle.

The BBG views this first cycle as a step towards a progressive realignment of strategic priorities and reallocation of resources over several years. This realignment was needed because broadcasting priorities have largely remained static since 1989, while the world since has changed fundamentally. Going into this language review, resource allocations reflected the old order.

The BBG mix of languages will continue to need revision, as will the allocation of resources among all ongoing languages. At the same time, new functional priorities—advertising and promotion, marketing (to affiliates), market research, emerging technologies—remain at best underfunded.

Congressionally-mandated language service review is BBG's vehicle for making strategic, rational, cost-effective, creative responses to the changing environment. The BBG's language service review will ultimately determine the shape of U.S. international broadcasting in the 21st century.

VOICE OF AMERICA



Director: Sanford J. Ungar
Listenership: 91 million weekly
Number of Employees: 1,118
Number of Languages: 53
Weekly Hours Broadcast: 1,012
FY2000 Annual Budget: \$107,412,000
Headquarters: Washington, D.C.



Sanford J. Ungar

Service	Weekly Radio Hours	Weekly TV Hours	Service	Weekly Radio Hours	Weekly TV Hours
Albanian	10.5	2.5	Lao	3.5	
Amharic/Afan Oromo/Tigrigna (Horn of Africa)	6		Latvian (Satellite only)	0.85	
Arabic	49	1	Lithuanian (Satellite only)	0.85	
Armenian (Satellite only)	10.5		Macedonian (Satellite only)	1.25	
Azerbaijani	3.5		Mandarin	84	
Bangla	10.5		Pashto	8.75	
Bosnian	6	2.5	Polish (Satellite only)	1.25	
Bulgarian (Satellite only)	3.5		Portuguese to Africa	16.5	
Burmese	7		Portuguese to Brazil (Satellite only)	8.5	
Cantonese	14		Romanian (Satellite only)	3.5	
Kirundi/Kinyarwanda (Central Africa)	7		Russian	49	0.75
Creole	9.5		Serbian	14	2.5
Croatian	10.5		Special English	34	
Czech (Satellite only)	1.25		Slovak (Satellite only)	7	
Dari	8.75		Slovene (Satellite only)	0.85	
English to Africa	28.5	1	Spanish to Cuba`		
Estonian (Satellite only)	3.75		Spanish	35	
Farsi	24.5	1	Swahili	6	
French to Africa	22.5		Thai (Satellite only)	6	
Georgian	3.5		Tibetan	28	
Greek (Satellite only)	3.45		Turkish	8.25	
Hausa	9.5		Ukrainian	14	
Hindi	10.5		Urdu	10.5	
Hungarian (Satellite only)	1.25		Uzbek	5.25	
Indonesian	17.5		Vietnamese	17.5	
Khmer	10.5		VOA News Now (VNN)	169	5.5
Korean	10.5		VOA Music Mix (VMM)	168	
Kurdish	7				

AUDIENCE/PROGRAMMING IMPACT

With enhanced research, VOA has been better able to track its audience. Of particular interest is research into closed societies. Research among Tibetan travelers in India (in-country research is not possible in Tibet at present) showed VOA to be the number one international broadcaster among those interviewed, with 45 percent of travelers listening regularly to VOA Tibetan.

The first in-country survey of media use and international radio listening in Burma showed VOA as second only to BBC in popularity among local audiences.

In Afghanistan, surveys showed that 80 percent of Afghan men listen to VOA Dari or Pashto at least once each week and more than 60 percent of them every day—

far more than listen to the Taliban's official radio. The Taliban leaders, in fact, tell visitors that they too listen to VOA. A survey of Iranian travelers in Turkey, Cyprus, and Dubai showed VOA Farsi to be the top-ranked station among interviewees, with a substantial edge over VOA's main competitor, the BBC World Service, for the first time since such surveys have been conducted.

Other surveys conducted this year in closed or semi-closed societies include: China, where VOA remains the top international station; Vietnam, where VOA's audience has held steady over the past few years despite an increasingly competitive media environment; and Cambodia, where 40 percent of urban adults listen regularly to VOA.

HIGHLIGHTS AND ACHIEVEMENTS FROM 2000

East Asia and Pacific

VOA's Mandarin Service provided continual multi-media coverage of the historic presidential election in Taiwan on March 18. When Chinese voters on Taiwan elected a candidate from a non-ruling party for the first time, VOA brought the full story to its audience in China through four different media—radio, television, the Internet, and e-mail.

VOA Indonesian debuted two new radio-television simulcast programs. One of these shows, *Halo Amerika*, is a call-in, discussion program that is carried by the private TV network Indosiar, which reaches 106 cities and 84 percent of the country's homes with televisions. *Dunia Kita* is a weekly news magazine being aired by several affiliates around the country, including one in the capital city, Jakarta. VOA also bolstered its stringer network in Indonesia.

Despite China's attempts to jam VOA, the Tibetan Service attracts more listeners than any other international broadcaster in that language. To enhance its impact, the Tibetan Service added a fourth hour of daily programming. One listener commented, "I think VOA is the most relevant and helpful radio station," while another said, "I think the VOA's Tibetan Service provides the maximum informational needs of the people in Tibet."

VOA began a special programming stream to the people of East Timor via Radio Infantil in the capital, Dili. Programs in English, Special English, Bahasa Indonesian, and Portuguese (produced by VOA's Portuguese to Africa Service) are part of the stream.

Africa

Reaching a combined audience of about 40 million, VOA's broadcasts in 11 languages to Africa made signifi-

cant strides to improve effectiveness in 2000. A new radio-TV-Internet simulcast call-in show entitled *Straight Talk Africa* was added to VOA's English to Africa lineup. It examines current news and how it affects people in Africa. French to Africa launched another call-in program, *Washington On Line*. The program provides a forum to discuss democracy and the American electoral system to listeners throughout Francophone Africa.

In the weeks leading up to general elections in Ethiopia, VOA organized a first-ever political town hall meeting in the capital, Addis Ababa. A studio audience from a cross section of Ethiopian society was invited to discuss the parties and their positions with high-ranking representatives of the major parties. The program was anchored in Washington with a reporter in Addis Ababa who organized and facilitated the discussion.

Using outside funding from private and government sources, VOA enhanced coverage of the AIDS crisis in southern Africa by the Portuguese and English to Africa Services.

VOA continued its multi-year effort to eradicate polio in Africa and other under-developed areas. Funded by the United States Agency for International Development, VOA's programs on polio have sparked a great deal of listener praise and recognition by the international public health community.

Eurasia

The VOA Russian Service has shifted programming and staffing more effectively to cover the many time zones of the Russian-speaking world. Broadcast schedules and staffing patterns have been adjusted to provide fresher programs to affiliates and listeners. VOA also began airing a weekly TV news magazine in Russian entitled *Window on*

the World. Affiliates are airing the program in 22 cities of the former Soviet Union.

Europe

VOA's five Balkan language services continued to report extensively on developments in this strife-torn region. VOA correspondents in Belgrade provided first-hand accounts of and insights into the downfall of the Milosevic regime after widespread demonstrations over electoral fraud during the presidential elections. VOA covered efforts by NATO and the United Nations to foster peace in Kosovo amid continuing unrest between Serbs and ethnic Albanians. As part of the healing process, after the latest of four Balkan wars in the past decade, VOA focused attention on the accountability of war criminals. VOA began a radio/television simulcast of an Albanian news program addressing the needs of an audience in Albania and Kosovo. Focus groups held in Albania revealed great respect for VOA's role in that country.

As a result of the first Broadcasting Board of Governors' language service review, program and personnel reductions were made in VOA Hungarian, Polish, Czech, Latvian, Lithuanian, and Slovenian. VOA reduced broadcast hours in these languages and created the European Multimedia Unit (EMMU). The Unit is capitalizing on the improved media environment and increased popularity of the Internet in Central Europe. The 15 members of EMMU deliver timely news reports, interviews and features to affiliate stations and audiences via radio, television, and the Internet, often in short MP-3 files.

Latin America

The VOA Spanish Service launched a program focusing on the troubled Andean region, especially Colombia, using additional funding from the Department of State. The programs pay particular attention to conflict resolution, democracy building, and economic development that is independent of the narcotics trade. A journalist training program is also part of this initiative.

Near East and North Africa

VOA's first Arabic call-in program began in September 2000 and quickly drew plaudits from listeners. The program began as a radio-only broadcast but was quickly turned into a radio/TV simulcast (early in FY 01).

VOA Farsi coverage focused on Iranian reformers' struggle for political, economic, and social change in conservative Iran. Farsi TV programming continues to enjoy widespread popularity, despite the Iranian government's efforts to block it by imposing restrictions on the use of satellite dishes.

VOA Kurdish concentrated on the rapprochement between Turkey and the Patriotic Union of Kurdistan (PUK) in northern Iraq and on improving relations

between PUK and the Kurdistan Democratic Party (KDP), also of north Iraq. In order to provide more immediate and comprehensive coverage of interest to the Kurdish people of Turkey and Iraq, the VOA Kurdish service expanded its network of stringers. VOA Azerbaijani followed Azeri parliamentary elections and membership in the Council of Europe, which are both related to the issues of human rights and political prisoners.

South and Central Asia

VOA established an apartment/office in Kabul to give VOA correspondents a home base in Afghanistan. Reporters rotate in and out of Afghanistan, as news events require, mainly from VOA's Islamabad Bureau. Afghanistan continues to be an important venue for news, and VOA's audience reach in Afghanistan—two-thirds of the male population are regular listeners—makes this development a critical addition to VOA's news-gathering abilities.

In Bangladesh, VOA reaches some ten million listeners a week, and many listeners band together in fan clubs, which promote polio immunization, blood drives, reforestation projects, and village clean-ups.

Special Events

Beginning at the U.S. national political party nominating conventions and continuing through the debates and election night (and inauguration in 2001), VOA joined with WORLDNET television to provide multimedia coverage. Radio-TV-Internet simulcasts from the Republican and Democratic conventions, for example, included reports by VOA correspondents, analysis by experts and commentators, interviews with delegates, and coverage of important speeches. At least a dozen language services also participated in convention coverage, many of them adding TV feeds to the products they offered to affiliates.

VOA hosted a series of symposia examining current issues in the news, many of which were used for broadcast by radio, television, and the Internet. The symposia examined democracy and Sharia's law in Nigeria, Colombia's future, Greek-Turkish rapprochement, the future of U.S.-Russian relations, and the future of Serbia and its neighbors after Milosevic. Senior political and diplomatic officials and recognized experts and academics participated in these symposia, which were often covered by outside media organizations.

Special English

For more than 40 years, VOA Special English has been one of VOA's most effective broadcasting elements. Using a slow rate of speech and a vocabulary of 1,500 words, Special English has proven to be a consistent, reliable source of news and information for non-native

English speakers as well as an effective tool for teaching English to audiences throughout the world.

Requests from universities, teachers, and publishers around the world for Special English materials increased sharply during the year, which reflects the growing popularity of Special English. Millions of listeners find they can gain news and information from VOA Special English that they cannot get elsewhere and at the same time learn American English.

VOA Television

In addition to *Straight Talk Africa*, VOA launched a number of TV programs, including a weekly news discussion radio-TV simulcast program called *VOA News Review*. Based on the model of the English-language TV magazine *This Week*, VOA launched derivative magazine programs in Russian and Indonesian. The programs offer updates of the week's top news stories, interviews with policymakers and/or opinion leaders, and in-depth views of life in America and other countries.

Complying with the congressional mandate to offer television products in Mandarin, VOA's Mandarin Service began developing new TV programming on American culture and political issues dealing with China and Taiwan.

Training in video-journalism techniques and technology continued for VOA staff and stringers in Washington, with regional training workshops conducted in Morocco and Thailand. VOA now has a well-trained cadre of correspondents in Washington and around the world that is experienced at producing programs in multiple media, including television. VOA video journalists use the video material they have shot themselves to then file radio and television stories as well as produce still pictures for use on voanews.com.

Internet

Working with the International Broadcasting Bureau, VOA significantly upgraded its Web production technology. VOA formed a Web desk in its newsroom, redesigned its Internet site and, in November 2000, launched a 24-hour, 7-days-a-week Internet news service at voanews.com. This is a dynamic, database-driven site, which provides up-to-the-minute news to all parts of the world with Internet access. It also provides a gateway to VOA multimedia content in English and VOA's other 52 languages.

The Russian Service launched a news Web site that is updated several times a day with news, information and features from the Russian Service's radio and TV programs. VOA anticipates that by the end of 2001, all of its language services will be updating news on voanews.com.

The China Branch sends news in Mandarin by e-mail to 60,000 daily subscribers and has also added audio and video content to its Web site.

There was a significant growth in VOA's Internet audience in 2000: Nearly 540,000 audio programs are accessed via Internet each month, a 44 percent increase during the year. VOA Web pages are viewed more than 1.5 million times per month, a 64 percent increase during the year. VOA Web sites received more than 8.6 million hits per month, a 68 percent increase during the year.

Advanced Technology

The Avstar iNEWS news management system was installed and activated in the VOA Newsroom, and VOA began deploying the Dalet integrated digital audio productions system. These two systems allow for digital dissemination of information and program segments to the language services, thereby eliminating the need for physical manipulation of analog recording tape. VOA expects to complete the switch from analog to digital audio production by the end of 2002.

VOA created its first radio/TV/Internet simulcast studio and control facilities. And VOA began connecting its domestic and overseas news bureaus via T-1 circuits, high-speed data channels that can be used to send correspondent reports in audio, or audio/video. The technology enables television to gain access to a wider range of guests for Washington programs. It also permits local and regional reports from bureaus worldwide to be used in programs produced in Washington.

Competitions and Awards

During the 2000 New York Festivals competition, VOA's Elizabeth Van Etten and Jack Slomnicki won a bronze medal in production for "Janis's Story," which followed a kidney transplant candidate and recipient over the course of a year. Van Etten was also a finalist in the competition for her feature of a breast cancer victim, as was VOA Beijing correspondent Leta Hong Fincher for a story of a Mongolian family devastated by the 1999 drought. VOA News Now's Adam Phillips, Nancy Smart, Gary Spizler, and Jon Tkach won the Grand Award For International Radio Programming for "The Century in Sound: An American Perspective," an audio montage of the most colorful sounds of the past hundred years.

VOA's Larry Clamage and Richard Maniscalco won a CINE Golden Eagle Award for his television piece, "Carl Hancock Rux, Coming of Age," which focused on young African-American artist Rux. VOA's Robert Morris, Elizabeth Van Etten, and Richard Maniscalco won the Society of Professional Journalists' 2000 Sigma Delta Chi Award and Bronze Medallion for television feature reporting for "Love in Any Language."

OFFICE OF CUBA BROADCASTING



Director: Herminio San Roman
Listenership: 779,200 weekly
Number of Employees: 163
Weekly Hours Broadcast: 193.5
FY 2000 Annual Budget: \$22,011,000
Headquarters: Miami, Florida



Herminio San Roman

Service	Weekly Hours
Radio Martí	162.0
TV Martí	31.5

AUDIENCE/PROGRAMMING IMPACT

The Office of Cuba Broadcasting (OCB) manages Radio Martí and TV Martí, which are dedicated to providing an accurate and objective source of news and information for the people of Cuba. OCB works to promote freedom and democracy in Cuba, with a programmatic strategy based on human rights. Primary areas of coverage include the Cuban economy, the human rights and dissi-

dent movements in Cuba, U.S.-Cuban relations, and international events.

The FY 2000 Performance Plan listed 2.6 million regular listeners to Radio Martí, a figure derived from a variety of sources since surveys representative of the entire Cuban adult population are not possible in Cuba at this time. There is no estimate for TV Martí viewership.

HIGHLIGHTS AND ACHIEVEMENTS FROM 2000

Radio Martí provides balanced and relevant stories for its Cuban listeners, paying major attention to promoting civil society and democratic institutions in Cuba, with emphasis on such issues as human rights and freedom of the press. In 2000, in addition to covering the Elian Gonzalez story and other major news events of the time, Radio Martí increased coverage of the electoral process in the United States, dedicating segments of two programs to the United States elections.

Radio Martí continued to develop new programs such as *La Paladar de Salvador*, a variety show with music and actors depicting Cuban realities on the island in a humorous format; *Horizontes del Mundo*, a show describing different countries and cities in the world; and *Que Tal Amigos*, a new program which presents a mix of poems, music and information.

TV Martí covered major national and international events, including the United Nations Conference on Human Rights in Geneva; the International Trade Conference in Seattle; the U.S. presidential campaign and

elections as well as presidential campaigns in Mexico, Peru and Venezuela; and the Elian Gonzalez saga. TV Martí is developing two programs targeting women and dealing with local and international issues affecting Cuba.

OCB's information technology infrastructure was upgraded in-house and entirely within existing funding levels. Meanwhile, Radio and TV Martí began to modernize their production and operations capabilities by upgrading digital audio, video, and computer network technologies. A considerable amount of analog equipment has already been replaced with digital hardware and software systems.

OCB acquired a replacement aerostat for TV Martí and upgraded the transmission capability to allow channel switching between three channels while in the on-air mode at operating altitude. This enhancement was designed to decrease the effects of the Cuban government's relentless jamming of TV Martí's signal. Radio Martí added additional broadcasting hours for a total of four short-wave frequencies per hour.

WORLDNET TELEVISION



Acting Director: Marie Skiba
Viewership: not measurable
Number of Employees: 179
Number of Languages: 13
Weekly Hours Broadcast: 246**
FY 2000 Annual Budget: \$20,428,000
Headquarters: Washington, D.C.



Marie Skiba

Language	Weekly Hours	Language	Weekly Hours
Albanian	3.45	Mandarin	8.65
Arabic	5.64	Russian	6.54
Bosnian	3.93	Serbian	4.44
English	168.0	Slovene	0.24
Farsi	0.99	Spanish	40.65
French	2.0	Turkish	0.2
Indonesian	1.8	Ukrainian	0.5

***WORLDNET broadcasts on seven satellites, using different mixes of programs. If the different mixes were factored in, the weekly broadcast hours would number 445.5.*

Newsfile produced an average of about 6.5 stories a week, each about 3 minutes in Arabic, French, Russian, Serbian and occasionally Turkish. WORLDNET transmitted other programs as follows: 4 programs per week in Albanian,

6 in Arabic, 8 in Bosnian, 1 in Farsi, 3 in Indonesian, 12 in Mandarin, 11 in Russian, 5 in Serbian, 1 in Slovene, and 46 in Spanish. English programming was aired 24 hours a day, 7 days a week, including Newsfile stories.

AUDIENCE/PROGRAMMING IMPACT

Worldwide figures for WORLDNET viewership are not available. Accurately assessing the television audience is complicated by issues like counts of cablehead audiences, attribution to WORLDNET, infrequent usage, and excepting of material by some local stations. In a May 2001 survey, 27 percent of adults in Nigeria's capital, Lagos, reported tuning-in a WORLDNET program in the past week, with *Crossroads Café* and *Africa Journal* each capturing more than one in ten adults as regular viewers. And in a 1999 survey of elites in Ukraine, more than six in ten had seen the program *Window on America*. The WORLDNET network simulcasts VOA-TV programs as well, which are often co-productions.

China

VOA's *China Forum* program (simulcast on WORLDNET) now regularly supplies programs on tape to five official Chinese institutes.

Cuba

Cuban TV news featured excerpts from the January 27 edition of VOA's *Conversemos En Esta Noche*, which focused on the Elian Gonzalez case. During the following weekend, the station repeated the excerpts several times.

Kyrgyzstan

The list of television stations/networks taking the VOA Russian TV magazine program *Window on the*

World in 2000 includes the following outlets that have signed contracts and are waiting for the equipment: Asman TV in Bishkek; Kerement TV in Kerement; and Ekologicheskoye Molodezhnoye TV in Karakol.

Russia

During the July 31 *Washington Window* program from the Republican Convention, a participating Russian broadcaster at a TV station in Orel, Russia, commented that our program “is about creating ties between the United States and Russia.” It is broadcast across Russia in a dialogue for-

mat so that viewers are able to ask questions about life and political activity in the United States.”

Ukraine

With all of its staffers newly trained in shooting and producing original stories on DV video, *Window on America* restarted broadcasting in Ukraine in June after a half-year hiatus. Given a new look, in line with VOA-TV's *This Week*, this popular 26-minute show is broadcast all over the country by the National Television Company of Ukraine and rebroadcast by some regional television networks.

HIGHLIGHTS AND ACHIEVEMENTS FROM 2000

WORLDNET heavily covered the 2000 Presidential Campaign, with particular emphasis on the Republican and Democratic Political Conventions, the presidential debates, and election night. The effort paid off in good placement overseas. For instance, Pakistan television (PTV) carried a nation-wide live feed of the WORLDNET and VOA coverage of the U.S. election results. PTV carried the live feed for almost three full hours and was the only source of U.S. election information available to the general Pakistani audience.

The March 2000 joint WORLDNET/VOA simulcast coverage of the Taiwan presidential election included live

correspondent reports from Taipei's Election Central and an outdoor report from Taipei via satellite trucks. Correspondents and guests participated via telephone lines and the Internet. In Washington, there were studio guests and simultaneous Mandarin/English translation of the continuous news reports and analysis. The president-elect's acceptance speech was aired live from Taiwan.

WORLDNET is creating a system to provide television schedule information on the Internet, by expanding the PROTRACK scheduling platform, which will feature daily schedules and links to program producers.

RADIO FREE EUROPE/RADIO LIBERTY



President: Thomas A. Dine
Listenership: 13-20 million weekly
Number of Employees: 513
Number of Languages: 26
Weekly Hours Broadcast: 892
FY 2000 Annual Budget: \$67,794,000



Thomas A. Dine

Service	Weekly Hours	Service	Weekly Hours
Arabic (Radio Free Iraq)	56	Lithuanian	16
Armenian	21	Persian	63
Azerbaijani	21	Romanian	42
Belarusian	28	Russian	168
Bulgarian	45	Slovak	28
Czech (w/Czech Radio)	70	South Slavic (Bosnian, Croat, Kosovar Albanian, Serb)	74
Estonian	8.5	Tajik	21
Georgian	21	Tatar-Bashkir	28
Kazakh	42	Turkmen	28
Kyrgyz	28	Ukrainian	42
Latvian	14	Uzbek	28

AUDIENCE/PROGRAMMING IMPACT

According to audience research commissioned by RFE/RL and other international broadcasters and conducted by the InterMedia Survey Institute, more than 58 percent of all listeners to international radio in RFE/RL's 24-country broadcast region are regular listeners to RFE/RL. This translates to 13–20 million regular listeners, the largest audience of any international broadcaster in the region.

RFE/RL is effective in reaching political, governmental, media, cultural, and business decision-makers. In studies of elites carried out in 13 countries, RFE/RL has an average regular listening rate of 28 percent and an average 12-month reach of 60 percent. Despite an overall decline in listening to radio in general over the past several years, RFE/RL has been successful in maintaining its audiences among elites.

HIGHLIGHTS AND ACHIEVEMENTS FROM 2000

During the Serbian election crisis, the South Slavic Service expanded its programming to Serbia for 2.5 hours from September 24 to October 3, 2000. It also enlarged its freelance network in the areas outside Belgrade, and broadcast on cross-border FM frequencies since local affiliates were banned. According to InterMedia, more Serbs

listened to RFE/RL (37 percent) than any other radio station, including the main government radio station, Radio Belgrade (31 percent), during the Serbian crisis.

RFE/RL's Russian Service continued its accurate reporting on politics, economics, human rights, culture and social issues, as well as on the war in Chechnya. It

introduced new programs, including *Forbidden Zone*, discussing ecological issues; *The Rule of Law*, featuring successful lawsuits; *Discovering Russia*, showing the nucleus of civil society; and *Authorities against the Press*.

RFE/RL's Arabic Service expanded its broadcasting from four to eight hours and added *Mosaic*, a fourth major cultural program. The Persian service also expanded its broadcasting from four to nine hours, and explored new topics such as drug addiction, crime, violence against women, and AIDS through interviews with people inside Iran. Reactions in Iran to RFE/RL's broadcasts vary widely. Conservative Iranian leaders routinely attack RFE/RL. At the same time, Iranian Press and journalists routinely quote RFE/RL's Persian programs, and residents phone in reports of local events.

RFE/RL's Central Asian Services emphasized regional topics such as the politics of oil and gas, the growth of Islamic militancy, human rights violations, and the assertiveness of Russian foreign policy under Vladimir Putin towards Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan, and Uzbekistan. While these services encountered greater pressure from host governments than in past years, the same governments often acknowledge the reliability of RFE/RL programming.

Advanced Technology

RFE/RL's Prague Operations Center was designated as the primary uplink for all U.S. international broadcasting entities. The use of the Prague center reduced the number of conversions and satellite "hops" necessary to

transfer the signal, improving audio quality and operational reliability.

RFE/RL's local area network (LAN) was upgraded to a fiber-optic backbone and Virtual LAN service to meet the speed demand necessary to support digital audio and increased Internet usage. The upgrade provides better network security and automatic backup in case of failure of primary systems.

Internet

Every month in 2000 (on average):

- RFE/RL Web pages were viewed 3.71 million times.
- RFE/RL's Web site received 18.15 million hits.
- Nearly 209,000 people listened to RFE/RL's Internet-based audio programs.
- Listeners spent just over 18 minutes listening to RFE/RL's Internet audio programs.

RFE/RL's Tajik Service Web site, www.ozodi.org, is the first Tajik language news Web site on the Internet. It uses a font developed for Web browsers by RFE/RL personnel, since no such font existed before. In addition, RFE/RL's www.svoboda.org includes 24-hour Russian news updates.

Several governments in RFE/RL's broadcast region, including Russia, have interfered in various ways with RFE/RL's Internet delivery system in attempts to restrict the number of visitors to RFE/RL's site.

RFE/RL FEEDBACK

"For me, Radio Liberty—just as for millions of its listeners in the boundless stretches of [Russia]—was and is the real embodiment of its name, 'Svoboda' (freedom). It is freedom from lies, it is the freedom to receive and distribute information as it is formulated in the Universal Declaration of Human Rights. During the quiet days of our lives, one can think that 'Svoboda' is one radio station among many. But, oh, such days are few! And in all the others—those showery and stormy days and times of fog and blood—you understand that 'Svoboda' will still be needed by Russia on its long path to Freedom!"

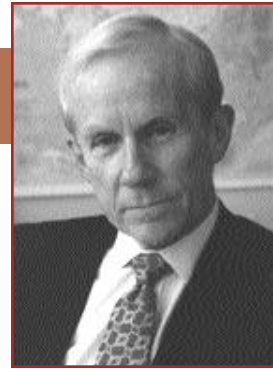
—*Russian human rights activist Elena Bonner,*
May 25, 2000

"Today Radio Free Europe broadcasts from Prague. Its Czech service is part of Czech Radio and represents the best that one can hear on our airwaves. Commentaries, discussions, opinions provide a model public service...The mere existence of democratic institutions does not mean there is an established democracy. This station has played a tremendous role in the country during its darkest times. Those times still cast a shadow over our present. But because Radio Free Europe remains in the Czech Republic, I have peace of mind."

—*Czech parliamentarian Michal Pavlota,*
letter to the editor of "Lidove Noviny,"
Prague, Czech Republic, November 8, 2000



President: Richard Richter
Listenership: 13-20 million weekly
Number of Employees: 258
Weekly Hours Broadcast: 239
Broadcast Languages: 10
FY 2000 Budget: \$21,978,349



Richard Richter

Service	Weekly Hours	Service	Weekly Hours
Burmese	14	Mandarin	84
Cantonese	21	Tibetan	56
Korean	14	Uyghur	7
Khmer	14	Vietnamese	14
Lao	14	Wu	1

LISTENERSHIP

China and Tibet

A September 2000 survey found that fully one third of habitual international radio listeners tune in regularly to RFA, despite heavy jamming by the Chinese government. Further, 47 percent of those familiar with RFA described it as beneficial to China while only 12 percent described it as harmful.

RFA’s Mandarin and Tibetan call-in programs fielded an average of 540 calls per month. This, however, represents only a fraction of the calls that listeners tried to place. For each answered call, more than 70 either received a busy signal or rang with no reply. Qualitative research suggests that call-in programs have become central to RFA’s image in China.

RFA enjoys a wide audience among Tibetan monks and farmers, notably in China’s Qinghai province and other areas where non-standard Tibetan is spoken. Of 1,710 Tibetans surveyed at a United Nations refugee camp in Nepal, more than 15 percent reported listening to RFA regularly in Tibet.

Cambodia

RFA is the second most popular international radio service in Cambodia, just behind Voice of America. A May 2000 survey found regular listening to the Khmer Service had increased from the preceding year. Ninety-one percent of those who responded agreed that RFA “understands what life is like in Cambodia.”

Burma

RFA continues to attract new listeners in Burma. In a survey of 1,473 Burmese adults, more reported listening to RFA the previous day than to any other international radio service. According to the InterMedia Survey Institute, “RFA has emerged over the past year as the most important and reliable source of information in Burma about domestic and international political events.”

HIGHLIGHTS AND ACHIEVEMENTS FROM 2000

Mandarin

The RFA Mandarin Service took top honors for Best Comedy at the New York Festivals for its Lunar New Year special. The program reviewed major events in China dur-

ing the preceding year through satiric limericks and comedy skits.

The Mandarin Service also aired live coverage of the Taiwan presidential election in March. RFA reporters

covered the campaign headquarters of all five candidates, while commentators provided analysis of Chen Shui-bian's victory and how it might affect China-Taiwan relations. RFA then aired live coverage of Chen's inauguration in May. The Mandarin Service also broadcast an eight-part series on Gao Xingjian, the first ethnic Chinese writer to win the Nobel Prize for Literature.

The Mandarin Service also broadcast an exclusive interview with Peng Ming, founder of the nongovernmental China Development Union, after his flight from China to Southeast Asia. Peng described his mistreatment in Chinese prisons and said he hoped China would embrace democracy some day. At the Sydney Olympics, RFA interviewed Olympic officials as well as coaches and gold medalists from China.

RFA's Mandarin-language call-in programs continue to attract callers. These have included police officers and military personnel, who often complain of rampant corruption. "I think RFA tells the truth, and the programs are interesting," said one lieutenant colonel who asked not to be named. "No matter if it is the Chinese military or Chinese media, eight out of 10 words they speak are false. I feel that what RFA says is relatively real. So whenever I have the chance, I listen to RFA."

In October 2000, call-in host Jill Ku began receiving regular calls from a Mr. Song in Shanghai who has since read a number of moving personal essays on the air. Mr. Song, a Communist Party member and terminal cancer patient, explained that he wished to unburden himself before dying in a series of commentaries on life in contemporary China. "Why do we have to live such painful lives as Chinese people?" he asked. "The worst and most terrible thing is for a nation to have no spirit. That is where China stands as a nation."

Cantonese

Through its Cantonese Service, RFA was the first news organization to broadcast details of Chinese President Jiang Zemin's closed-door speech about his retirement plans during his visit to New York City. The Cantonese Service also covered an impromptu protest by pro-democracy activists and interviewed Nobel laureate Gao Xingjian in Stockholm.

Tibetan

RFA continues to broadcast in Uke, the predominant Tibetan dialect, as well as in Amdo and Kham. Covering a Tibetan festival in Washington in June 2000, RFA became the first Tibetan-language medium to broadcast live over the Internet. Two months later, the Tibetan Service aired a rare interview with the mother of a U.S.-based Tibetan scholar who is serving an 18-year jail term in China. In October 2000, the Tibetan Service was first in reporting that the Communist Party secretary in Tibet had been

ousted and transferred to another province. Officials confirmed Chen Kuiyuan's removal two weeks later.

Uyghur

RFA's newest Service, in the Uyghur language, has attracted the notice of Chinese government officials, who clearly regard it with apprehension. The official Urumqi Xinjiang People's Radio broadcast said: "Establishing a strong radio and television system in Xinjiang and erecting a steel wall against radio wave infiltration are very important and pressing political tasks ... Infiltration by hostile radio stations from abroad into our region has lately become more serious." In its editorial content, the Uyghur Service has focused on international conferences, democratic elections, tensions between Taiwan and China, commentaries on the lives of Uyghur people in China and elsewhere, and AIDS education. The Uyghur Service has received letters and phone calls from the former Soviet republics of Kazakhstan, Kyrgyzstan, Uzbekistan, and from the Chinese cities of Urumqi, Kashgar, Hotan, Aksu, Yerkent, Korla, and Ili.

Burmese

RFA's Burmese Service introduced a weekly news roundtable discussion in 2000, in which editors and outside commentators analyze the week's news events. The Service also began airing weekly features on health and the environment. News highlights included the seizure by exiled Burmese students of the Burmese embassy in Bangkok and the siege by Karen rebels of Ratchaburi Hospital in Thailand.

Lao

RFA's Lao Service broke the news in November 2000 that the Lao government had crushed an unusual pro-democracy protest in Champassak Province. Laos has experienced only one similar demonstration, in 1999, since the communists took power in May 1975.

Khmer

RFA's Khmer Service notably addressed wide salary discrepancies among Cambodian civil servants, the debate over whether to try former Khmer Rouge leaders, border problems with Thailand and Vietnam, and deadly floods along the Mekong River. In covering the floods, RFA probed both their causes and the mishandling by local authorities of relief supplies. During a guest appearance on RFA, National Assembly finance and banking committee chairman Cheam Yeab fielded questions from civil servants, students, teachers, and others. An RFA stringer in Paris covered meetings among international aid donors, whose support accounts for more than half of Cambodia's national budget.

Korean

RFA's Korean Service covered two historic news events in 2000. These were an unprecedented summit between the leaders of North and South Korea—which RFA covered with live morning and evening broadcasts for three consecutive days—and a long-awaited reunion among relatives who had been separated since the 1950-53 Korean War.

Vietnamese

The Vietnamese government refused to grant visas to RFA reporters who were to cover then President Bill Clinton's visit to Vietnam in November 2000. They were, however, the first reporters to interview the president upon his return. The Vietnamese Service also reported extensively on official repression of religion and clerics in Vietnam.

Technical Operations

The Technical Operations division kept RFA's news services on-air 99.7 percent of the time in 2000. The small proportion of "down time" resulted from operator errors, transmitter outages, and equipment failures. Technical Operations also provided nearly 1,300 hours of training to

RFA staff. RFA's Web site, www.rfa.org, saw a 120 percent increase in user activity over the year 2000. The number of successful hits rose 140 percent, the frequency of user sessions increased 124 percent, and page views climbed 89 percent. The number of requests for audio files increased 127 percent, with 252,846 audio files downloaded in January 2001 compared with 111,283 in January 2000.

Jamming

China, North Korea, and Vietnam all jammed RFA services in 2000. Jamming in China remains especially strong—particularly in Beijing—despite multi-frequency broadcasting and stepped-up transmissions. Increased broadcasting and better propagation improved RFA reception in Vietnam, notably in Saigon and the Mekong Delta. North Korean jamming was essentially ineffective. RFA worked with the IBB to coordinate a jamming study with the Federal Communications Commission. In October 2000, the three organizations pooled information on ways to identify the location of jamming stations and to monitor how much jamming was occurring. This discussion formed the basis of formal complaints on jamming through international regulatory channels.

RFA FEEDBACK

"RFA is an objective, fair, and accurate radio station. What you report is exactly what we ordinary people need so we can learn what is happening around us. Often, the Chinese government blocks the news and also tries to fool us. We don't even know what is happening in our own environment."

— *Student from Hainan, China*

"Chinese people really have no place to air their grievances. The only place (where we can complain) is Radio Free Asia. When I called (RFA), I heard the operator say, 'All of China is calling this number.' What does this tell us? Why do so many people call this number? Why can't we have our heart-to-heart talks in our own homes? I am not so sure about the reason."

— *Caller to the Mandarin Service's "Listener Hotline" program*

"Radio Free Asia's Uyghur program is the only source in the Uyghur region that provides timely news and truthful information. Our government and media broadcast only propaganda and untruthful information."

— *Listener from the Uyghur region*

"Our thanks goes to the brothers and sisters in the Vietnamese service of RFA. Thanks to you, we are able to get real information on the situation in Vietnam. Because the Vietnamese Internet has problems that we would rather not talk about here, we cannot share with you some of the things that are on our minds. We will try to send them to you via letters instead. Once again, thank you!"

— *Signed "Dat," in an e-mail from Hanoi, on behalf of a group of students in the Vietnamese capital*

"In my circle, many friends often get together and talk about issues We really admire the work that you are doing. Perhaps I can say that you are the ones who bring hope to Chinese people for the future. So whenever we have the chance, we tell people about your station and the content of the broadcasts. I feel that if China is to implement democracy now, it is to let more people know about the existence of Radio Free Asia. Only RFA can inspire people and make them feel that there is hope in our lives."

— *Interior designer in Shanghai*

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Fax: 420-2-2112-3013

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