

Broadcasting Board of Governors

Voice of America

Radio Free Europe/Radio Liberty

Radio Free Asia

Worldnet Television and Film Service

Radio and TV Marti



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Annual Report

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*"The news
may be good.
The news
may be bad.
We shall tell
you the truth."*

— William Harlan Hale
First VOA Broadcast
February 24, 1942

The Power of Our Ideas

"OUR greatest strength is the power of our ideas, which are still new in many lands. Across the world, we see them embraced, and we rejoice. Our hopes, our hearts, our hands are with those on every continent who are building democracy and freedom. Their cause is America's cause."

— President Bill Clinton
First Inaugural Address
January 20, 1993

"Broadcasting is an important instrument of U.S. foreign policy and should remain so."

— Senator Jesse Helms (R-NC)
March 10, 1998

Each week, more than 100 million listeners, viewers and Internet users experience the power of American ideas of democracy and free enterprise. The nation's publicly-funded international broadcast networks make this possible via shortwave, AM, FM, TV and a variety of web sites.

The world's consumers of information have a driving dream:

- to get news, balanced analysis, and insights into what America is thinking and saying, and
- to get the straight story on what is going on in their own countries, and what America and the world think about it.

The nation's civilian, taxpayer-supported overseas networks—the Voice of America, Radio Free Europe/Radio Liberty, Radio Free Asia, Worldnet Television, and Radio and TV Martí to Cuba*—are unfamiliar to many in a United States awash in all manner of media. But for others in information-hungry societies, these networks are the only consistently reliable, multimedia, public service window to the world. In a turbulent and ever-changing world, the job of bringing the truth in the languages understood by the people of Siberia, Congo, Afghanistan, Iraq, Cuba, Tibet and well over 100 other nations is a noble and important task of the United States government.

The broadcasters are poised, after passage by Congress of a landmark reorganization affecting all of them, to meet the geopolitical and technological challenges of the 21st century. On October 1, 1999, U.S. international broadcasting assumes full independence under the Broadcasting Board of Governors and becomes separate from the Department of State or its previous parent organization, the United States Information Agency. U.S. international broadcasting is guaranteed professional independence, news-gathering autonomy, and journalistic integrity. International broadcasting remains an essential instrument of U.S. foreign policy.

*VOA, Worldnet, and the Martí's, along with an Office of Engineering and other support services, are federal entities under the International Broadcasting Bureau (IBB). RFE/RL and RFA are federally-funded, private grantee organizations which, like IBB, are overseen by the Broadcasting Board of Governors. On October 21, 1998, President Clinton signed into law the Foreign Affairs Reform and Restructuring Act (Public Law 105-277), creating the autonomous broadcasting entity.

September 15, 1999

Marc B. Nathanson, California
Chairman

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 submits its third annual report summarizing the activities of the U.S.-funded international broadcasting services—the Voice of America, Radio Free Europe/Radio Liberty, Radio Free Asia, Radio and TV Marti to Cuba, and Worldnet Television.

Cheryl Halpern, New Jersey

Edward E. Kaufman, Delaware

The bipartisan, presidentially-appointed Board is fully prepared to assume sole direction of these federal and grantee organizations as of October 1 in accordance with the 1998 Foreign Affairs Reform and Restructuring Act, which establishes the Broadcasting Board of Governors as an independent entity with supervisory responsibility for all civilian U.S. international broadcasters.

Tom C. Korologos, Virginia

Bette Bao Lord, New York

This landmark reorganization re-affirms the independence of U.S. international broadcasting and sets us on a clear course to pursue excellence in news programming and public service information in an increasingly unpredictable world. Mindful of the journalistic integrity essential to credibility, we look forward to continuing to provide accurate information to listeners and viewers around the globe.

Alberto Mora, Florida

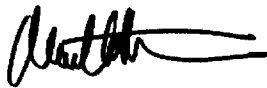
U.S. international broadcasters are eager to pursue programming and technical innovations. During this past year, we have expanded and enhanced our delivery systems to provide more services to listeners via TV, affiliated FM stations and the Internet.

Carl Spielvogel, New York

We deeply appreciate the support provided by the President and the Congress as we advance the goals of American foreign policy. We see no higher calling than to reflect freedom and democracy in times of rapid global political and technological change.

Penn Kemble
Acting Director
United States Information Agency
*Ex Officio**

Respectfully submitted,



Marc B. Nathanson

*As of October 1, 1999,
Secretary of State
Madeleine Albright will become
the ex-officio member of the
Broadcasting Board of Governors.

New Leaders for U.S. International Broadcasting

ON November 1, 1998, cable TV pioneer Marc B. Nathanson became the second chairman of the Broadcasting Board of Governors, succeeding David Burke. Mr. Nathanson told the staffs of U.S. international broadcasting:

"In the first decade of the new millennium, what you do will be a vital component of America's desire to promote its security and democracy in other lands. I salute the men and women of international broadcasting for spreading the news universally which, in the end, best promotes freedom and democracy around the globe."

On June 1, 1999, the new Acting Director of the International Broadcasting Bureau, Brian Conniff said in a newsletter to the staff: *"I believe this new organization will strengthen the reputation for integrity that has characterized international broadcasting for well over a half a century... Our collective goal is to maintain programming excellence, extend our reach, develop flexibility to respond to ever changing events, and explore new ways to deliver our message."*



Brian Conniff

On July 17, 1999, Sanford J. Ungar was formally sworn in as VOA's 24th director, succeeding Evelyn S. Lieberman, who was recently named Undersecretary of State for Public Diplomacy and Public Affairs. Mr. Ungar said:

"To do what the Voice of America and other international broadcasters did during the recent crisis in Kosovo—to keep honest information flowing—is an incomparable service... In October, we gain our independence and become that much more credible as an independent and unbiased source for news and information."



Vice President Gore swears in Marc B. Nathanson as the second chairman of the Broadcasting Board of Governors. Mrs. Jane Nathanson is pictured in the center.

Summary and Mission

THIS report summarizes the mission and achievements of America's essential voices to the world in 1998, while looking to the challenges posed—in programming and technology—in the future. It is organized as follows:

Section 1

Amplifying the Power of Ideas

A glimpse at the critical need for international broadcasting in a dangerous and unstable world, where the spread of democracy is slowing.

Section 2

Serving a Multimedia World

People are getting information in many ways, posing unprecedented opportunities and challenges for international broadcasters.

Section 3

Retooling for a

Communications Century

What next for the broadcasters in promoting democracy and stability, suitable to meet the needs of listeners and viewers in a digital age?

Section 4

Beyond the Millennium

Priorities for international public service broadcasting at the dawn of a new information revolution.

The Mission

The United States International Broadcasting Act of 1994 (Public Law 103-236, Section 302), says the organization and consolidation of the overseas networks are designed to achieve important economies and to support freedom and democracy in a rapidly changing world. The Act cites two principal purposes of U.S. civilian international broadcasting:

– 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.

– Open communication of information and ideas among the peoples of the world contributes to international peace and stability and the promotion of such communication is in the interests of the United States.

Afan Oromo

Albanian

Amharic

Arabic

Armenian

Azerbaijani

Bangla

Belarusian

Bosnian

Bulgarian

Burmese

Cantonese

Creole

Croatian

Czech

Dari

English to Africa

Estonian

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Amplifying the Power of Ideas



Then-President Michal Kovac of the Slovak Republic speaks at VOA in January 1998 about the contributions of VOA's Slovak Service to his country. An interpreter stands to his right.

The need for international broadcasting was called into question a decade ago, when the Berlin Wall came tumbling down. The Cold War was over. But the world was then, and is now, a volatile and dangerous place. U.S. international broadcasting soon demonstrated it was still vital to America's security during the Gulf War of 1991. It continued to do so in the mid-1990s as Russia's economy worsened and internal control of its nuclear arsenal seemed to loosen. In China, as the decade drew to a close,

the crackdown against pro-democracy advocates widened. In South Asia, the testing of nuclear weapons posed a new peril to humanity, as did the horrors of ethnic cleansing in the Balkans. Hate radio continues to be rampant in central Africa and elsewhere.

But the 1990s also heralded a significant expansion of electoral democracies or constitutional reforms in countries of Eastern Europe, the Soviet Union, Africa and East Asia.

"EVERY morning in Dharamsala, after my morning prayer, I always listen to you...So many people inside Tibet and outside listen to the Voice of America. People are almost risking their lives to listen...every word is important."

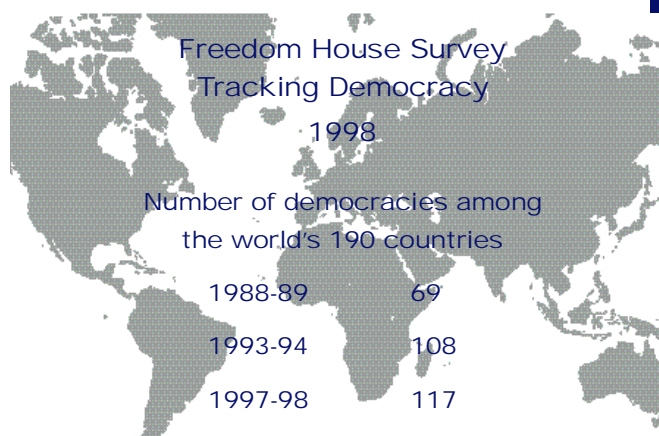
— The Dalai Lama, during a visit to VOA, November 9, 1998

"It is still premature to celebrate the victory of democracy because the adoption of a democratic constitution does not constitute democracy in itself and many countries use this merely to create an attractive facade. Radio Liberty still has a lot to do in order to promote the final victory of the democratic view."

— Eduard Shevardnadze, President, Republic of Georgia, during a visit to RFE/RL, 1993.

"Your voices are our voices. After I've listened to you once, I can't stop listening. Not only do I listen to programs carefully I also love to talk about them, think about them, and tape them."

— Letter to RFA from Shanxi Province, China, July 24, 1998



The Broad Reach of U.S. Government International Broadcasters

1998

Estimated direct broadcast audiences:

VOA

86,000,000 (Worldwide)

RFE/RL

20,000,000

(Europe, Central Asia and the Middle East)

Radio Martí

750,000 (Cuba)

Estimates to date do not include audiences of Radio Free Asia, more than 1,400 satellite-fed national networks or local stations which relay U.S. government radio and television programming around the world, direct to owners of home satellite TV dishes, or to website users in a universe of more than 100 million personal computers. Access to these media is growing every year in developing nations throughout the globe.

Participating in a March 1998 symposium, "Prospects and Challenges for Trade and Investment in Africa," are (l to r) U.S. Transportation Secretary Rodney Slater, Ghanaian Ambassador to the U.S. Koby Koomson, and Rep. William J. Jefferson (D-LA).



Spreading Freedom's Message

U.S. overseas broadcasters were credited with helping accelerate a trend toward democracy, beaming straight news of democratic change into the inner chambers of the most tightly-sealed politburos of Eastern Europe and the former Soviet Union and to the most remote villages and towns of Asia and Africa. But the worldwide quest for democracy, for stability, for prosperity, is hardly over. The world ten years after the end of the Cold War still presents challenges for democracies.

According to Freedom House, in a world of 190 countries:

- Twenty percent of inhabitants live in countries where the press is rated free.
- Thirty-eight percent live in lands with "partly free" media.
- Forty-two percent of the world's population live in 65 countries where governments severely control or suppress print and broadcast news.

More than four billion people are thus deprived of complete, balanced and accurate information. In the Balkans, in China, in central Africa they continue today to seek the truth. They hunger for insights into what is going on in their own countries, as well as what America is thinking and saying about issues

which, for many of them, are issues of life and death. Yet in the 1990s, indigenous hate radios have spawned mass killings in Bosnia and Kosovo, Rwanda and Burundi—and continue to fan hatred today.

Increasingly, people worldwide are demanding a voice in choosing their leaders and in shaping the policies of those leaders. As witnessed during 1998 in Nigeria and Indonesia, leaders who fail to heed the people's voices do so at their own peril. Tyrants continue to fear U.S. international broadcasters, because of the hope they offer to those without access to information. Repressive governments this past year have:

- arrested international broadcast reporters or expanded restrictions against them,
- imposed new laws to shut down local independent radio stations,
- closed or destroyed non-governmental local networks and stations in Africa which broadcast views of government opponents within their countries,
- continued to jam RFA or VOA direct broadcasts in China and Vietnam, and Radio Martí broadcasts in Cuba,
- blocked access to the public Internet server in the Peoples Republic of China and in Serbia's universities, and

- torn down privately-owned satellite dishes.

The world, a decade after Tiananmen and the Berlin Wall, is more unpredictable and dangerous than anyone could have imagined at the end of the 1980s. Even two years ago, who could have foreseen:

- the first use of force by NATO in the Balkans to end ethnic cleansing in Kosovo;
- the Asian economic crisis affecting South Korea, Indonesia, Thailand and others around the globe;
- the rival nuclear tests by India and Pakistan and renewed fighting in Kashmir; and
- the expansion of perils such as terrorism against U.S. embassies in Africa?

In an unpredictable world, democracy must be strengthened. A better informed world is a safer one, and U.S. international broadcasters are America's informational trump card in times of crisis. They get America's message into millions of homes worldwide when the nation most needs to. They offer vital alternative ideas and seeds of hope to those suppressed in closed societies.

During the past year, U.S. government overseas broadcasters:

- Launched the first around-the-clock service in Mandarin Chinese in the history of international broadcasting (12 hours each by VOA and RFA).
- Created two highly-targeted new surrogate services within RFE/RL—Radio Free Iraq and a Persian Service to Iran—to reach two strategically-important Gulf countries.
- Enhanced and temporarily expanded broadcasts to the Arab world (VOA and Radio Free Iraq) during the four-day U.S./British airstrikes against Iraq in December, 1998.
- Dramatically expanded broadcasts to the former Yugoslavia in response to the NATO airstrikes and mass killings of Kosovar Albanians by the Yugoslav army and Serb militias: VOA in Albanian and Serbian, and RFE in its South Slavic broadcast service.
- Established new services to the Balkans, RFE in Albanian and VOA in Macedonian. U.S. international broadcasters led the way in establishing a ring of FM stations around Serbia broadcasting news from British, German, and French international broadcasters as well as the U.S. networks.

A Bargain in the Global Marketplace of Ideas

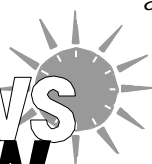
FOR about two percent of the entire foreign affairs budget, VOA, RFE/RL, RFA, the Martís, and Worldnet Television can operate for an entire year. This is less than two hundredths of a percent of federal non-defense spending. During the past year, U.S. overseas networks have once again proven the old adage: it's the truth that hurts. Technical monitoring confirmed that China, Cuba, Iran, Iraq, North Korea, Tibet, and Vietnam all attempted to jam America's broadcast voices.



While covering the conflict in Kosovo, broadcast journalist Ilir Ikonimi of VOA's Albanian Service uses a satellite phone to file a report. In back of him is a NATO tank which has halted in the capital of Pristina.

- Founded a network of more than 30 affiliates in Bosnia which carried a two-hour Bosnian language program. Serbian language newscasts were broadcast throughout the day to update audiences on Kosovo (RFE/RL).

- Inaugurated a global around-the-clock news and information program in English, VOA News Now,



another first of its kind in the field. This included a quantum expansion of live programming on VOA's flagship service.

- Greatly increased broadcasts to Asia and Africa, including a doubling of the Radio Free Asia staff and expansion by 13 1/2 hours weekly of VOA broadcasts to Africa.

- Commissioned a far-reaching experiment in multimedia with the announcement of a VOA-TV and Worldnet pilot program to take advantage of VOA's global network of foreign and U.S. correspondents.



At the ribbon-cutting ceremony to celebrate the opening of the new Radio and TV Martí headquarters in Miami, Florida are (l to r): Rep. Lincoln Diaz-Balart (R-FL), Secretary of State Madeleine K. Albright, Rep. Peter Deutsch (D-FL), Rep. Carrie Meek (D-FL), Rep. Ileana Ros-Lehtinen (R-FL), Miami-Dade County Mayor Alex Penelas, and Office of Cuba Broadcasting Director Herminio San Roman.

- Expanded Worldnet Television programming to Africa and Asia from eight to ten hours daily, with new weekly English and Arabic public affairs discussion programs to Russia, Europe, the former Soviet republics, and the Arab world.



Radio Free Europe/Radio Liberty's web site

- Dedicated a new headquarters in Miami for Radio and TV Martí, with enhanced facilities for broadcasting to Cuba.
- Completed conversion to compressed digital of satellite circuits to Central and South America and Africa.
- Refined or expanded websites (RFE/RL, RFA, Radio Martí, Worldnet and VOA) to provide Internet access to news, information and analyses. Combined, these websites (text, audio and video) were receiving more than 12 million visits monthly at the end of 1998. The number of "hits" to our various web sites is increasing as the number of PCs grows around the world.

Other Voices, Of Those Who Listen...

Pol Pot, the Khmer Rouge leader, was responsible for the deaths of a million of his countrymen during the genocide of the 1970s in Cambodia. His widow told the *Far East Economic Review* in April 1998, that the infamous Communist leader died of a heart attack shortly after hearing a VOA Cambodian newscast reporting that his own followers would turn him over to an international tribunal on war crimes. She said Pol Pot, who had banned listening to foreign broadcasts when in power 20 years ago, had relied on

VOA Cambodian as "his daily window on the world."

At his daily briefing toward the end of the successful air campaign in Kosovo, NATO spokesman Jamie Shea reported that two Serb battalions had deserted their posts in Kosovo. A thousand or more troops left their units to hurry home to the town of Krusevac in Serbia. This, Shea said, was in response to reports they had heard on RFE of Serbian police using water cannons to repress women and children in their hometown who were protesting against Serbian President Milosevic's war policies. "It is interesting," Shea added, "that despite media restrictions in Yugoslavia, soldiers in the field seem to prefer to listen to Western broadcasting stations."

At the peak of the Kosovo refugee crisis, Isabelle Lazzarini of the International Committee of the Red Cross in Geneva had high praise for VOA's Albanian refugee family reunification message service. (VOA, the BBC, and Deutsche Welle of Germany all worked with the Red Cross to record and rebroadcast telephoned family messages.) Lazzarini credited VOA and the other networks with helping to reunite hundreds of lost family members. On-site polling of refugees in Albania and Macedonia in May and June of 1999 showed that in Albania, more than



"The work of Radio Free Europe/Radio Liberty in promoting democratic values is more important now than it was even in the days of the Cold

War. The challenges may be different, but they are tougher than they were before."

—Representative Harold Rogers (R-KY)
August 13, 1999



"We say that promoting democratic values is a cornerstone of our foreign policy. If indeed this is so in the world, it must also be in China. Radio Free

Asia is the mechanism to give some encouragement to those who take such risks for freedom."

—Representative Nancy Pelosi (D-CA)
November 9, 1997



"It is an important fact of modern life that the need for freedom broadcasting is as great as ever, not only in countries with totalitarian

regimes, but also in the astounding 80 percent of the world's nations in which, according to Freedom House, the government still abridges freedom of the press."

—Representative Chris Smith (R-NJ)
March 4, 1999



Worldnet reporter/producer Jim Bertel (right) interviews refugees in a camp in Macedonia.

83 percent of refugee adults listened at least once a week to VOA; in Macedonia, about two thirds listened.

William Zhang, host of a Radio Free Asia Mandarin language call-in program, *Listener*

Hotline received a letter in English which read, in part: "Your program has given me much information and courage during this black time. I dare not phone you because I'm afraid of the Communist Party's censorship tool, even though I can do nothing against the Communist Party.... I believe everyone is anxiously looking forward to having a free press and information in China." And a Burmese college student wrote RFA: "Radio Free Asia's news broadcasts ... are like a pot of pure drinking water from which we can quench our thirst for knowledge and information."

VOA has been cooperating with the U.S. Agency for International Development and Rotary International in an effort to eradicate polio everywhere in the next five to ten years. VOA also exchanges children's programming with 28 other radio stations in Africa, Asia and Latin America and has broadcast a series of Harvard University-originated programs on refugee child traumas.

Throughout the 78-day NATO air campaign over Serbia, and in spite of Yugoslavian army threats to desist, a half dozen Montenegrin radio stations continued to re-broadcast both VOA and RFE/RL programming. Writing in the *New Republic* Anna Husarska reported that while Milosevic loyalist General Milorad Obradovic had prohibited Montenegrin radio stations from broadcasting VOA and RFE, the Montenegrin Ministry of Information declared the order invalid.

In the April 19, 1999 *Boston Globe* Susan Milligan reported, "Locally, although the (Serbian) army ordered the independent media to stop broadcasting VOA and RFE, Aetna M, an independent radio station, has so far defied that order."

2

Serving a Multimedia World

“WITH the advent of the Internet, methods of accessing and disseminating information have been fundamentally changed, with profound implications for individuals, civil society and governments.”

— “Regardless of Frontiers,”
publication of the Global Internet
Liberty Campaign, (GILC),
September, 1998

The ways people get news and information are multiplying with incredible speed. For most of the 57 years since the United States began broadcasting globally on shortwave, radio was king. Its combination of attributes still remains unmatched: portability, reach, diversity of audiences, and an ability to offer a friendly voice in a hectic world at a reasonable cost.

But more and more, the planet is being wired with other means of getting news and information. The challenge for U.S. international broadcasters is to expand the traditional radio base, to create new programming and build the technical means to harness the communications revolution. Resources are finite, so the broadcasters must make careful choices: which medium—or combinations of media—is best for the region they wish to reach?

In some societies, TV now is on top, as in the Arab Middle East and soon in China, and the Internet is looming on the horizon. National and commercial local FM and TV networks dominate the airwaves in Europe, the former Soviet Union and the Americas. In much of sub-Saharan Africa, and countries with tightly-controlled state media such as China, North Korea, Burma, Iraq,

Iran, Libya and Vietnam, listeners continue to tune in to shortwave.

Historically, programming was “one way.” It was beamed to the ionosphere; it returned to earth after skips and bounces to sometimes unknown destinations and millions of unknown listeners. But today because of satellite and computer technology, international broadcasting can be interactive—where audiences respond to programming as well as listen to it.

The number of people using the Internet, though growing geometrically each year, still lags well behind those who tune into radio and TV. But at the dawn of what some call “the communications century,” the Internet is beginning to penetrate even age-old electronic Great Walls.

U.S. government international broadcasters are moving quickly to make choices about where to put resources, based on greatly-expanded research. They are exploring the feasibility of converting existing relay station transmitters to digital shortwave and medium wave. They have been in contact with direct broadcast via satellite service providers which launch satellites around the globe.

Examples of technical innovations by U.S. global broadcasters this past year:

– *The Office of Engineering of the International Broadcasting Bureau (see footnote on page ii) began operating the newly constructed Tinian shortwave relay station,*



Video editor uses an editing suite to prepare Worldnet programming.

Farsi

French to Africa

Georgian

Greek

Hausa

Hindi

Hungarian

Indonesian

Kazak

Khmer

Kinyarwanda

Kirundi

Korean

Outflanking Censorship

A recent U.S. Institute of Peace conference in Washington discussed ways the Internet is being used to counter censorship in countries such as Belarus, China, Saudi Arabia, Serbia, and Russia. A report read at the conference noted that the Internet lately has been at the forefront of democratic uprisings. It cited a report from Indonesia by David Marcus of the *Boston Globe* who wrote last year that dissidents in the world's most populous Muslim country knew they couldn't be heard on state-controlled media. So they shared information about protests by e-mail, inundated news groups with stories of President Suharto's corruption, and used chat groups to exchange tips about resisting troops.

"Although VOA's Serbian radio-TV simulcast, "America Calling," was banned from independent stations in my country last October, it still is widely watched on direct to home TV via Astra satellite dishes."

— Drazen Pantic, Director, B92 OpenNet Radio web site in Serbia, January, 1999

Satellite dish at IBB's new Tinian Transmitting Station in the U.S. Commonwealth of the Northern Marianas.



in the western Pacific VOA and RFA are sharing facilities at this site. Monitoring reports from mainland Asia say reception is excellent. The station greatly amplifies America's voices in China at a critical time.

- On July 31, 1998, RFA purchased a shortwave relay station from the *Christian Science Monitor's Herald Broadcasting Services in Saipan, just a few miles from Tinian*. The site broadcasts 28 1/2 hours weekly of RFA programming to China and other areas of East Asia, and will expand from two to three transmitters in 1999. RFA also doubled facilities at its headquarters in Washington, and completed installation of 11 state-of-the-art digital production studios and 18 mini studios.

- RFE/RL became the first U.S. international broadcaster to convert to the use of digital video broadcast (DVB) channels to deliver programs of the highest possible audio quality to its affiliates. It will use the system to reach 98 affiliate partners and 232 active transmission sites

in Eastern Europe and the former Soviet Union.

- *Worldnet Television began working closely with VOA on a VOA-TV pilot project, which has included the purchase of 100 hand-held minicameras to be used by VOA correspondents and contract reporters around the world*. Staff training is underway in this new form of video journalism. A prototype pilot program was planned in Russian, incorporating VOA-TV features.
- *All broadcasting elements expanded Internet services in 1998:*
 - RFE/RL developed a web site that provides program text, program audio, and information reports to users throughout the former Soviet Union and East and southeastern Europe, as well as for those following events in Iran and Iraq.
 - VOA expanded audio services available on its web site to 28 languages, and contracted video service on the web for Serbian and Albanian programs when independent media were prohibited from using VOA radio-TV simulcasts in Serbia and Kosovo.
 - RFA reconstructed its web site to include audio programming, texts of news and features programs, and a bulletin board and e-mail capability to foster an open, running dialogue with listeners.



Video journalist edits a story using a state-of-the-art digital video editor.

- The IBB Office of Engineering continued to refine its satellite distribution systems. This greatly expanded the number of digital radio channels available to VOA and RFE/RL in Eastern Europe and East, Central and South Asia, as well as two video channels.

- In 1998, a new automated 600-kilowatt IBB medium wave transmitter was completed on the Greek island of Rhodes. This facility significantly strengthens VOA's broadcast signal on the standard (AM) broadcast band in Israel, the Levant, and the Arab world as far east as Baghdad.

- IBB Engineering, in mid-1999, began testing of a new shortwave relay station in the Indian Ocean island nation of Sri Lanka. The facility will greatly strengthen broadcasts to northern India and Pakistan, Afghanistan, and the former Soviet republics, and give the U.S. greater direct broadcast flexibility there and as far away as East Africa.

- At VOA, a new master control center became fully operational in January 1999, and the long-awaited replacement of the VOA text distribution System for News and Programming (SNAP), was installed in July 1999.

Procurement began of the first digital studio production equipment for VOA headquarters. In late 1998, VOA's regional London news center started using a digital audio workstation network assembled from off-the-shelf products.

These technical marvels tend to enchant a generation of broadcasters and telecommunications specialists. But they recall, as well, that there is a great diversity of populations and cultures in the global electronic village described 35 years ago by celebrated author and communications guru Marshall McLuhan. Many in Africa, for example, cannot even

Since Slobodan Milosevic's crackdown against independent Serbian media, RFE, VOA, and the BBC have responded by expanding shortwave or AM radio broadcasts. They also have added to their news websites or e-mail services in Serbian, Albanian and English, in combinations of audio, text and video. There are an estimated 30,000 PC users in Serbia today.



Above, web site for Radio Marti; Left: master control room at the Thailand Transmitting Station in Udorn, Thailand.





Radio broadcast technicians monitor programs in VOA's new Master Control Center in Washington, D.C.



On July 20, 1999, U.S. Supreme Court Justice Antonin Scalia swore in Sanford Ungar as VOA's 24th Director, while Mr. Ungar's wife, Dr. Beth Ungar, holds the bible.

In June 1999, television network executive Lawrence K. Grossman said, "Gutenberg made us all readers. Radio and television made us all first-hand observers. Xerox made us all publishers. The Internet makes us all journalists, broadcasters, columnists, commentators and critics." That's the ultimate challenge to public service international broadcasters of the 21st century. In today's and tomorrow's 500-channel world, broadcast content is what ultimately will count.

afford batteries for their transistors. In areas of the world such as rural India, one telephone or a TV set for 50 people is a luxury. In Africa and the Balkans, tens of thousands of refugees are fleeing war or famine. In all those places, shortwave is king.

3

Retooling for a Communications Century

"MANY Serbs—especially in big cities such as Belgrade, Novi Sad and Nis—openly make fun of Serbian state-controlled radio and TV. They watch or listen to Western newscasts such as the BBC, CNN and Voice of America instead."

— USA Today, July 13, 1999

"The Tibetan language program... has become the listening post and window to the outside world for the Tibetans under the occupation by China. I know for a fact that the Tibetans inside Tibet listen to your program every day at the great risk of being prosecuted and imprisoned by the Chinese authorities."

— Excerpt of a letter to Radio Free Asia from a listener, Wangchuk Tsering, in Nepal, October 1998

In the coming year, the principal U.S. publicly-funded overseas broadcasters will be heading into what has been called the communications century. They will be doing so on the programming front and—aided by the International Broadcasting Bureau's Office of Engineering and other support services—on technical fronts as well. Here are a few examples of their recent accomplishments:

RFE/RL:

- Launched a highly-targeted Albanian language broadcast to Kosovo, and continued to add broadcast hours to the Radio Free Iraq and Persian Service to Iran inaugurated in 1998.
- Continued expansion of its presence on the Internet, where RFE/RL now attracts 10 million visitors a month. The network's daily *Newsline* and weekly *Iran Report*

Iraq Report and *Caucasus Report* reach an estimated 50,000 readers a week.

- Increased listenership by lining up new affiliates and rebroadcast arrangements via local medium wave and FM stations in Eastern Europe and the Balkans, working with the IBB Office of Affiliate Relations.

RFA:

- Increased hours in Tibetan, Cantonese and added Uyghur (spoken in the far northwestern autonomous region of Xinjiang). The increases mean that RFA has fulfilled its commitment to Congress that it would broadcast 24 hours a day to China.
- Added two new call-in programs to the Mandarin Service, *Democracy Salo* and *Heart to Heart Democracy Salo* devoted largely to questions involving democratic infrastructure and processes, and *Heart to Heart* is geared to women's concerns and family issues.
- Broadcast coverage relating to the tenth anniversary of the Tiananmen Square crackdown. This included live reporting from the Square on June 4; an ex-PLA soldier phoning one of the call-in programs who described being in the Square in 1989 with orders to "kill without discussion;" and a 14-part series of interviews

"In Soviet times, the broadcasts were a welcome reminder that the West had not forgotten my country. Now, RFE/RL's broadcasts are helping me and my countrymen complete the job of building a democratic and free society and reintegrating Estonia back into the West."

— Estonian President Lennart Meri, March 1999

Kurdish

Kyrgyz

Lao

Latvian

Lithuanian

Macedonian

Mandarin

Pashto

Polish

Portuguese to Africa

Portuguese to Brazil

Romanian

Russian

"I am in anguish. There is a spiritual hunger in me. I thirst for certain information, but given the way things are in China, my thirst cannot be quenched. I can only tune into your program often. I like your program a lot. Your program moves me so much that I have become an insomniac."

— A listener to RFA's *Voices of the People*, a 70-year-old woman from Guangxi Province, August 6, 1998



On a visit to RFE/RL, Rep. Richard Gephardt (D-MO) shakes hands with Radio Free Iraq Deputy Director Kamran Al-Karadaghi while RFE/FL President Thomas A. Dine looks on.

with the victims' family members—most of whom had never spoken out—that was turned into a CD and distributed free to listeners by request.

- Increased live VOA Mandarin Chinese radio-TV call-in simulcasts from two to five days weekly, including panels with Mandarin speaking specialists on Sino-U.S. and American issues. Expanded Tibetan from two to three hours daily.
- Moved ahead with the VOA-TV pilot program in 1999. By training journalists in producing digital, simple format television, VOA will have audio/video journalists circling the globe, reporting on radio and TV. Several hundred field reporters in more than 40 languages carry out this mission.

Defusing Tensions on the Asian Subcontinent

In the wake of Indian and Pakistani nuclear tests, the VOA Hindi, Urdu and Bangla Services organized two conferences to explore conflict resolution issues in South Asia. One was co-sponsored by the Carnegie Corporation. A second, co-sponsored by Peace Links, featured former Senator Dale Bumpers as a keynote speaker. VOA also provided comprehensive coverage in English and South Asian languages of efforts, including those of the U.S., to end renewed fighting between India and Pakistan in Kashmir in the summer of 1999.

VOA

- Expanded broadcasting to Africa. The Africa Division added 13 1/2 hours of new programming each week in 1998, and 24-hour-a-day multi-language VOA programming streams went on the air via local FM or medium wave networks in east and central Africa in 1999.

4 Beyond the Millennium

PUBLICLY-FUNDED U.S. global broadcasting cannot afford to be all things to all people. Its greatest challenge: narrowing the field to determine the right audiences at the right times consistent with the best interests of the United States government. Region by region, which are the delivery systems used by the best combination of listeners, viewers, and readers? Reduced to its essence, the broadcasters must decide what to say, how to say it, to whom, and how to get it there.

Since its first meeting on September 6, 1995, the nine-member bipartisan U.S. Broadcasting Board of Governors has made significant progress in:

- Ensuring the journalistic integrity of the overseas networks, and securing their organizational independence,
- Enforcing a legislatively-mandated firewall to shield the broadcasters from political, diplomatic, and special-interest pressures,
- Consolidating the engineering and technical services and program schedules of VOA, RFE/RL, RFA, Worldnet and the Martis with millions in cost savings,
- Greatly expanding audience research, by adding resources and coordinating the separate survey work of all the entities, and
- Continuing to train journalists from around the world, including those from potential affiliate stations and in the new democracies in Africa, the Middle East and Latin America.

Now, the challenge is to build on this base. It is to draw on the strengths of the respective broadcast organizations in order to match the

principles outlined in the 1994 law governing international broadcasting with the technological changes of the new century (e.g. new TV formats digital production and transmission, the Internet in text, audio and video streams, and direct broadcast via satellites).

Several priorities seem apparent:

- 1) *Explore technological advances for new and more effective delivery systems. Evaluate television, the Internet, and other technologies in addition to radio.* What can the nation afford in each of the new delivery systems, and what kind of programming in each best serves the national interest? Is there room for more diversification without ignoring the needs of those listeners who can only afford a radio, those without accurate sources of information in closed or developing societies? How best should the broadcasters build on the radio base in the 21st century: television, rebroadcasting or acquisition of FM frequencies in other countries, Internet development, digital satellite transmissions, direct broadcasting via satellites?
- 2) *Continue to build on news gathering capabilities of all the broadcasting entities.* International public service broadcast news is distinct from that to which American consumers are accustomed. It features in-depth reporting, focusing on global and in-country issues of the day. It is a balanced and rapid radio of record, for the voiceless as well as for the establishment. It ranges over politics, economics, science, the arts, offering a window on the world where information is biased or incomplete. It demands satel-

Serbian

Slovak

Slovene

Spanish

Spanish to Cuba

Swahili

Tajik

Tatar-Bashkir

Thai

Tibetan

Tigrigna

Turkish

Turkmen

Ukrainian

Urdu

Uyghur

Uzbek

Vietnamese

Wu

"In a society with growing (media) choices, and one where the depth of information is potentially infinite, the highest value will be given to the source whose information is most dependable. Every society throughout history has created its own journalism. In each, history reveals, the form that has prevailed has been the most reliable one."

— Tom Rosenstiel,
Director of the Project for
Excellence in Journalism,
Pew Charitable Trusts,
and Bill Kovac, Curator,
Nieman Foundation,
Harvard University,
February 1999

"People have more power to influence and change their governments than ever before.. In a world of more powerful publics, engaging the right audience at the right moment on issues important to the U.S. can resolve conflicts that might lead to war, create markets for profitable trade, and deal with the transnational problems of terrorism, drugs, crime, disease and the environment.... That right audience is found everywhere there are groups of citizens who have organized to affect the governance of their nation."

— The U.S. Advisory
Commission on Public
Diplomacy, "Publics and
Diplomats in the Global
Communications Age,"
1998

- lite phones, digital field production, and an ability to mount live radio broadcasts and interactives from anyplace on earth.
- 3) *Evaluate programs such as VOA-TV's pilot, RFE/RL's new services to Iran and Iraq, and all new broadcast initiatives for cost effectiveness and audience reach.* Each of the networks has a unique style, and the missions of the global broadcasters (VOA and Worldnet) and the regional broadcasters (RFE/RL, RFA, and the Martis) differ somewhat. But all are mandated by law to be accurate, objective and comprehensive, among other principles stated in the 1994 legislation. The Board's broad oversight of individual program evaluations and reviews in each of the entities will take these principles into account while respecting the networks' journalistic integrity.
 - 4) *Continue the expansion of international broadcasting audience research, and use the results in guiding strategic planning and budgetary decisions.* International broadcasting needs to know its audience—where it is strong, where it is weak. This kind of information is indispensable in pointing the way to intelligent programming and resource decisions. The radios must find ways to reach the future leaders of emerging democratic nations.
 - 5) *Enhance cooperation and coordination between and among U.S. government international broadcasters.* RFA and RFE/RL promote each other's programming on their web sites, and in 1998, began regular technical coordination meetings. VOA and Worldnet jointly produce a number of programs each week. VOA and RFE/RL have a joint affiliates office in Prague, designed to coordinate marketing of programming throughout Eastern Europe, the Balkans and the former Soviet Union. Research is shared between the networks. The Internet offers a vast potential for sharing of programming material and services.

APPENDIXES

The Broadcasting Principles

International Broadcasting Act of 1994 –
P.L. 103-236 Section 304

U.S. publicly-funded civilian overseas broadcasts will include:

- (1) news which is consistently reliable and authoritative, accurate, objective and comprehensive,
- (2) a balanced and comprehensive projection of United States thought and institutions, reflecting the diversity of United States culture and society,
- (3) a clear and effective presentation of the policies of the United States and responsible discussion and opinion on those policies,
- (4) programming to meet needs which remain unserved by the totality of media available to people of certain nations,
- (5) information about developments in each significant region of the world,
- (6) a variety of opinions and voices from within particular nations and regions prevented by censorship or repression from speaking to their fellow countrymen,
- (7) reliable research capacity to meet the criteria under this section,
- (8) adequate transmitter and relay capacity to support the activities described in this section, and
- (9) training and technical support for independent indigenous media through government agencies or private United States entities.





Marc B. Nathanson
Chairman



Tom C. Korologos



Edward E. Kaufman



Carl Spielvogel



Bette Bao Lord



Alberto Mora



Cheryl Halpern



Penn Kemble

Broadcasting Board of Governors*

Marc B. Nathanson, Chairman

Mr. Nathanson is Chairman and Chief Executive Officer of Falcon Cable TV, which serves in excess of one million subscribers in over 800 communities in 26 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 the Center for Communications Policy.

Tom C. Korologos

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

Edward E. Kaufman

Mr. Kaufman is President of Public Strategies, a political and management consulting firm in Wilmington, Delaware. He is the former Chief of Staff to Senator Joseph Biden and a Senior Lecturing Fellow at Duke University School of Law and the Fuqua School of Business.

Carl Spielvogel

Mr. Spielvogel is the Chairman and Chief Executive Officer of Carl Spielvogel Associates, Inc., a global investment and communications company. Mr. Spielvogel is the former Chairman and Chief Executive Officer of Backer Spielvogel Bates Worldwide, Inc., one of the world's largest marketing, communications, and advertising companies.

Earlier, he was a reporter and columnist at the *New York Times* for eight years. Mr. Spielvogel has been nominated to be U.S. Ambassador to the Slovak Republic.

Bette Bao Lord

Ms. Lord is a recognized author and lecturer whose works include *Legacies: A Chinese Mosaic*, which was 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.

Alberto Mora

Mr. Mora is an attorney in private practice in Washington, D.C., where his focus is international law. From 1989 to 1993, he served as General Counsel for the United States Information Agency.

Cheryl Halpern

Ms. Halpern has participated extensively in community activities on the national, state, and local levels. She has served on the Executive Board of the Washington Institute for Near East Policy and the Executive Committee of the New Jersey Regional Advisory Board of the Anti-Defamation League of B'nai B'rith. From 1990 to 1995, Ms. Halpern served as a member of the Board for International Broadcasting, the predecessor to the Broadcasting Board of Governors.

Penn Kemble

Mr. Kemble, who is Acting Director of the U.S. Information Agency, serves as an ex-officio member of the bipartisan Board.

*The ninth seat on the Board is currently vacant due to the resignation of former chairman David W. Burke.

Facts About U.S. International Broadcast Networks



Sanford J. Ungar
Director, VOA

Voice of America (VOA)

FY 1999 Budget:

\$106,378,000

Total Employment:

1,152

Number of Languages:

53

Weekly Broadcast Hours:

912

Headquarters:

Washington, D. C.

Director:

Sanford J. Ungar

"I want to congratulate the Voice of America for the tremendous work that you do; you are indispensable."

— Senator Carl Levin (D-MI), on VOA broadcasts to Bosnia, 1997

"It is not possible to get the truth from domestic Chinese sources. In order to get the truth in China, one has no choice but to become a faithful listener to the Voice of America."

— Chinese dissident Wei Jingsheng
January 19, 1998

1998 Highlights:

- Launched *VOA News Now* VOA's 24-hour live English news and information service, with First Lady Hillary Rodham Clinton as the inaugural interviewee.
- Broadcast the Dalai Lama's first ever television interview in Tibetan, to the Tibetan people, during a visit to VOA.
- Broke the news of Nigerian opposition leader Chief Abiola's death and of the outbreak of the Eritrean-Ethiopian war.
- Began 13 1/2 hours weekly of democracy programming to Africa in English, French, Kinyarwanda/Kirundi, Amharic, Swahili, and Hausa. Hosted two journalism training programs for VOA stringers in Abuja, Nigeria, and Addis Ababa, Ethiopia.
- Interviewed released Chinese dissident Wang Dan, who said that when he was in China, VOA was his "only window to the outside world."
- Piloted VOA-TV to train VOA and Worldnet employees as video journalists producing topical features and public affairs materials for use by VOA broadcast services to strategically important countries.
- Launched a worldwide public service campaign to reduce child mortality. Broadcast child survival programming in all 53 languages and gained commitments from large and small broadcasters around the world to air similar messages.
- Increased VOA Mandarin to 12 broadcast hours daily, including an English teaching hour, and expanded Tibetan programming by one hour.
- Expanded Arabic programming during successive crises in Iraq. Reported extensively on both Clinton administration policy and congressional reaction.
- Broadcast VOA Serbian and Albanian radio programs and VOA Serbian television via the Internet on Broadcast.com when independent media were prohibited from using VOA in Yugoslavia.
- Sent VOA reporters to Cuba (who received visas for the first time since 1990) to cover Pope John Paul II's visit.
- Expanded VOA's Dari and Pashto broadcasts at the time of U.S. air strikes against terrorist facilities or weapons plants in Afghanistan and Sudan.
- Gave extensive coverage to the India-Pakistan nuclear detonations. Stepped up conflict resolution programming in the wake of the tests, including the summit of the Indian and Pakistani prime ministers.



Thomas A. Dine
President, RFE/RL

Radio Free Europe/Radio Liberty (RFE/RL)

FY 1999 Budget:

\$74,647,000
(including Radio Free Iraq)

Total Employment:

457

Number of Languages:

25

Weekly Broadcast Hours:

830

Headquarters:

Prague, Czech Republic

President:

Thomas A. Dine

"For many years, I myself was one of those who could address their fellow countrymen mainly or even solely through the medium of this radio station. I am not sure that I would not have been in prison for another couple of years were it not for a certain amount of publicity which I had because of RFE/RL. This applies not only to me, but to the whole of the opposition in Czechoslovakia."

— Czech President Vaclav Havel,
September 8, 1995

"The hatemongers (in eastern Europe) prosper while the reformers are kept in a very small ghetto. But we mustn't be discouraged by the slow pace of democratization. In one country after another, I have seen leaders whose instincts are clearly antidemocratic take retreating steps when they were

faced with enough insistence and patience. That's what RFE/RL does to them, day by day, year by year

— Kati Marton, president,
Committee to Protect Journalists

1998 Highlights:

- Responded to the U.S.-British airstrikes against Iraq on December 17, 1998, by immediately doubling, within three hours of President Clinton's announcement of the military action, Radio Free Iraq (RFI) broadcasts to four hours per day.
- Expanded RFI crisis programming through December 21, when normal scheduling resumed. RFI's coverage of Operation Desert Fox was supported with cross-reporting by RFE/RL's other services.
- Provided balanced, comprehensive election coverage in Russia, contributing to a respect of electoral procedures by local authorities and a better informed Russian electorate.
- Organized a symposium in Prague on opening up Serbia's media, featuring editors and journalists affected by the media crackdown in Serbia. The symposium led to the creation of new programming designed to help counter the Milosevic regime's blackout.
- Sponsored a two-day international conference in Prague in commemoration of the 50th anniversary of the Universal Declaration of Human Rights, featuring U. N. Human Rights Commission special rapporteur Jiri Dienstbier.
- Organized a well-attended seminar on Capitol Hill on the threat of anti-Semitism in the post-Soviet states.
- Trained journalists from throughout Eastern Europe and the newly independent states of the former Soviet Union.
- Launched medium wave service to Belarus.
- Developed a highly successful Internet website that provides program texts, program audio, and information reports to users throughout the broadcast region and the world. The site is visited nearly ten million times a month.
- Published the daily RFE/RL *Newsline* and weekly RFE/RL *Iran Report*, RFE/RL *Caucasus Report*, RFE/RL *Balkan Report*, RFE/RL *Watchlist*, and RFE/RL *Iraq Report*, which are disseminated both to the broadcast region and around the world by e-mail, fax, and via the World Wide Web.



Richard Richter
President, RFA

Radio Free Asia (RFA)

FY 1999 Budget:
\$22,000,000

Total Employment:
220

Number of Languages:
10

Weekly Broadcast Hours:
197

Headquarters:
Washington, D. C.

President:
Richard Richter

"I supported the establishment of Radio Free Asia. I talked about it repeatedly and I've done my best to expand the operations of Radio Free Asia...to beam honest, open debate into Asia."

— President Bill Clinton,
June 24, 1998

"Radio Free Asia is one of our most important tools to advance the cause of human rights and freedom in China."

— Senator Joseph R. Biden Jr.
(D-DE), January 30, 1998

1998 Highlights:

- Increased broadcast hours in Mandarin to 12 hours daily. Increased hours in Tibetan to four. Added two hours daily in Cantonese. Added Wu (Shanghai

dialect) for 30 minutes a week to the Mandarin Service.

- Inaugurated a one-hour-a-week program in the Uyghur language to western China.
- Interviewed Khmer Rouge leader Pol Pot in Anlong Veng, Cambodia. RFA's Bangkok reporter was the last to interview him before his death.
- Hosted visit to RFA by leading Chinese dissident Wang Dan. Signed him on as weekly commentator for RFA's Mandarin Service, along with Wei Jingsheng.
- Hosted visit by prominent Vietnamese dissident Doan Viet Hoat. From Bangkok, RFA aired first interview with Hoat upon his release from prison.
- Purchased a transmission facility on Saipan, an island in the Northern Marianas, from the Herald Broadcasting Systems. The station's assets include two 100 KW transmitters and three curtain antennas.
- Reconstructed RFA website to include audio programming for all nine language services as well as daily updates of programs in five languages. The new site also includes bulletin boards and e-mail features which foster dialogue with listeners.

- Was the first news organization to air confirmation of the death of Lao prisoner of conscience Thongsouk Saysangki, who had been serving a 14-year sentence for conducting propaganda against the Lao government.
- RFA's Vietnamese Service broadcast a series of exclusive reports about documents of the prominent Vietnamese dissident, Lt. Gen. Tran Do, the former chief of ideology of the Communist Party of Vietnam. The documents protest government actions and call for the democratization of the government and the party.
- RFA Vietnamese also aired a seven-part series on corruption in Vietnam, with names, dates, supporting documents and case studies.
- RFA Cambodian did a lengthy series on corruption in Cambodia. Interviews ranged from a police chief and an army general to a prison director, government officials and ordinary citizens.
- Opened offices in Seoul and Bangkok.



John Lennon,
Acting Director
Worldnet Television

Worldnet Television and Film Service

FY 1999 Budget:

\$22,330,000

Total Employment:

234

Headquarters:

Washington, D. C.

Director:

John Lennon, Acting

1998 Highlights:

- Pursued a Broadcasting Board of Governors mandate to separate policy-driven interactive *Dialogue* formats from news and information programming. Held discussions with USIA on reorganization of interactives throughout the year.
- Worked with IBB to plan for transfer of some interactives staff to the Department of State, as prescribed in the Foreign Affairs Reform and Restructuring Act of 1998.
- Cooperated with VOA and a consultant, the former president of New York Times Television, to pursue the VOA-TV pilot project. Those trained as video journalists will produce topical TV features and public affairs short-form programs for use by VOA broadcast services to strategically important countries.
- Sustained co-productions with VOA of radio-television simulcast programs in Arabic, Bosnian, Farsi, Mandarin, Russian, Serbian and Spanish.
- Expanded a cable block of programming on the Indian Ocean Region (IOR) satellite from eight to ten hours daily in March 1998. The new hours permit broadcasters such as Ghana and Gambian TV to carry Worldnet programming live in prime time.
- Beamed another cable block programming stream to Latin America in Spanish, around the clock, seven days a week. Programs included panel discussions about topical issues and life in America.
- Provided continuous coverage of the House of Representatives impeachment proceedings and the U.S. and British confrontation with Iraq.
- Increased placement of *NewsFile* feeds on overseas TV outlets, working closely with VOA language services. Regular weekly feeds are scheduled in Arabic, English, Russian, Serbian and Spanish. Other languages are added, as events warrant.
- Launched two successful new programs:
 - 1) *Washington Window* a weekly news and current affairs program, providing insight and perspective on the pressing issues facing central and Eastern Europe, Russia and other former Soviet republics. Nearly 30 European broadcasters relay *Washington Window* including ORT (Russia), TRT (Turkey), and OBN (Bosnia).
 - 2) *Global Exchange* an hour-long weekly Arabic language interview program designed for television broadcasters and viewer call-ins. *Global Exchange* featured top U.S. newsmakers including U.S. Undersecretary of State Thomas Pickering, U.S. Deputy Representative to the United Nations Peter Burleigh, and Dr. Samir Khleif of the National Cancer Institute. Participating broadcasters have included the Middle East Broadcasting Centre in London, Jordanian TV, the Arab News Network, Tele Lumiere (Lebanon) and Ege TV (Turkey).



Herminio San Roman
Director OCB

Office of Cuba Broadcasting (Radio and TV Martí)

FY 1999 Budget:

\$21,983,000

Total Employment:

181

Language:

Spanish

Weekly Broadcast Hours:

162 (Radio), 31 1/2 (TV)

Headquarters:

Miami, Florida

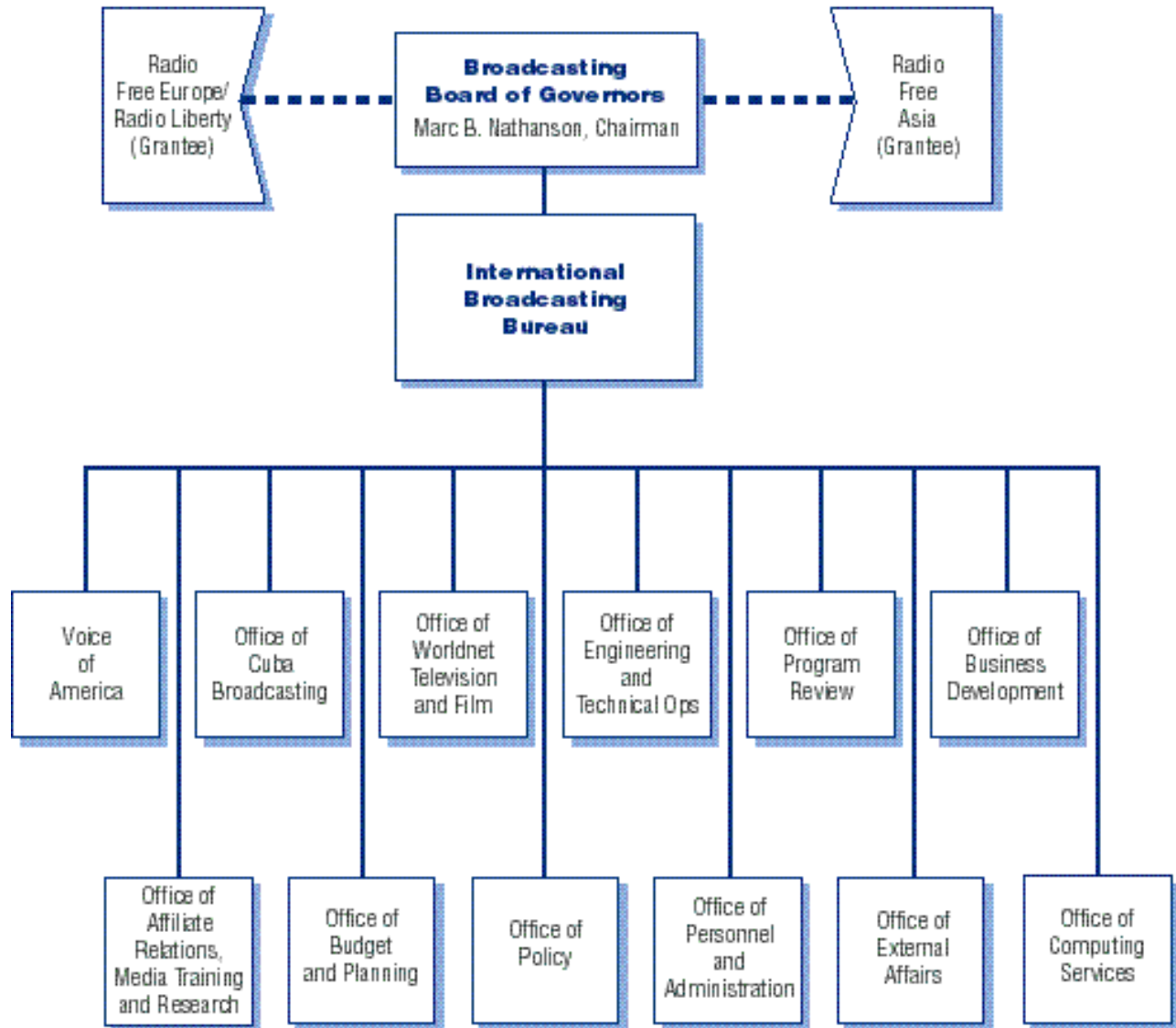
Director:

Herminio San Roman

1998 Highlights:

- Completed relocation of its facilities from Washington, D. C., to Miami and is now operating solely out of Florida.
- Reported on the harassment, detention, arrest, and incarceration of independent Cuban journalists, as well as condemnation by international press organizations of this wave of repression.
- Inaugurated a new UHF transmission system at TV Martí.
- Provided extensive coverage of Pope John Paul II's historic trip to Cuba and the resulting reaction and events including President Clinton's remarks on the Papal visit.
- Fully reported President Clinton's decision to partially ease U.S. sanctions against Cuba and debates on Cuban policy in the United States.
- Assigned contract reporters to cover the United Nations Human Rights Commission (UNHRC) deliberations in Geneva, with a particular focus on Cuba.
- Offered on-scene reportage of presidential elections in Venezuela and Brazil and throughout Latin America.
- Covered Secretary of State Madeleine Albright's address to the Cuban people at Radio Martí.
- Covered the Senate staff study on U.S.-Cuba policy and Cuba's internal situation.
- Extensively covered news surrounding the second anniversary of the passage of the 1996 Cuban Liberty Act and Democratic Solidarity Act (Helms-Burton).
- Reported on Secretary of State Madeleine Albright's visit to the Vatican on March 24th.
- Extensively covered tensions between Nicaragua and Cuba as a result of the deportation of Cuban rafters in the Bahamas.
- Covered the Cuban defectors granted asylum in Costa Rica (Orlando "El Duque" Hernandez, and six companions).

Broadcasting Board of Governors



**International Broadcasting Expenditures
on Administrative and Managerial Services**

INTERNATIONAL BROADCASTING OPERATIONS

1998 Total Resources and Administrative & Managerial Services Expenses
(Funds in Thousands)

Entity	1998 Total Appropriations	Administrative & Managerial Services	Total Positions in Organization
International Broadcasting Bureau	\$288,815	\$18,258	2,753
Radio Free Europe/Radio Liberty	74,469 *	6,551	457
Radio Free Asia	24,100	3,613	220
TOTALS	\$387,384**	\$28,422	3,430

The U.S. International Broadcasting Act of 1994, Section 305(a) (13) requires the BBG annual report to identify funds expended on administrative and managerial services by the International Broadcasting Bureau (IBB) and by two grantee organizations, Radio Free Europe/Radio Liberty (RFE/FL) and Radio Free Asia (RFA).

The chart listed above displays the estimated amounts expended in FY 1998 for administrative and managerial services by the IBB, RFE/FL and RFA.

For purposes of this display, "administrative and managerial services" is defined as the total amount expended by each entity in FY 1998 that can be related directly to the following functions: top-level program direction, personnel management, administration, budget, financial management, and computer services.

* This amount includes \$5,000,000 appropriated in P.L. 105-174, the Fiscal Year 1998 Supplemental Appropriations and Rescissions Act. Of this amount, \$4,500,000 was allocated to Radio Free Iraq operations within RFE/RL, and the remaining \$500,000 was allocated within the IBB for transmission costs associated with Radio Free Iraq. These funds remain available through September 30, 1999.

** The FY 1998 appropriations for both operational accounts under the purview of the BBG, the International Broadcasting Operations account and the Broadcasting to Cuba account, totaled \$388,644,000. The total displayed here does not include funds for the Broadcasting Board of Governors (\$1,260,000).

Voice of America
330 Independence Avenue, S.W.
Washington, DC 20547
Telephone: (202) 619-2538
Fax: (202) 619-1241

Radio Free Europe/Radio Liberty
1201 Connecticut Avenue, N.W.
Washington, DC 20036
Telephone: 202-457-6900
Fax: 202-457-6992
Headquarters: Prague, the Czech Republic
Telephone: 420-2-2112-1111
Fax: 420-2-2112-3013

Radio Free Asia
2025 M Street, N.W.
Washington, DC 20036
Telephone: (202) 530-4900
Fax: (202) 530-7794

Worldnet Television
330 Independence Ave., S.W.
Washington, D.C. 20547
Telephone: (202) 619-2538
Fax: (202) 619-1241

Office of Cuba Broadcasting
(Radio and TV Marti)
4201 N.W. 77th Avenue
Miami, FL 33166
Telephone: (305) 437-7000
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