



# BROADCASTING BOARD OF GOVERNORS



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**ANNUAL  
REPORT**



- International Broadcasting Bureau
- Voice of America
- Office of Cuba Broadcasting
- Radio Free Europe/  
Radio Liberty
- Radio Free Asia
- Middle East Television Network

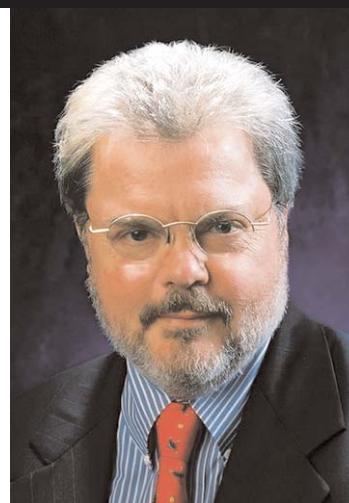
## **Table of Contents**

<b>Overview</b>	<b>2</b>
<b>Voice of America</b>	<b>4</b>
<b>Radio Free Europe/Radio Liberty</b>	<b>6</b>
<b>Radio Free Asia</b>	<b>8</b>
<b>Office of Cuba Broadcasting</b>	<b>10</b>
<b>International Broadcasting Bureau</b>	<b>11</b>
<b>Satellite Television</b>	<b>12</b>
<b>Rebuilding Iraq and Afghanistan</b>	<b>14</b>
<b>Reaching the Middle East and Iran</b>	<b>16</b>
<b>Reaching China and North Korea</b>	<b>18</b>
<b>Health Coverage Around the World</b>	<b>20</b>
<b>Profiles of Governors</b>	<b>22</b>

# THE VOICE OF FREEDOM AND DEMOCRACY WOULD BE MUTED."

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

The Broadcasting Board of Governors (BBG) respectfully submits its eighth annual report, summarizing the activities of U.S. international, nonmilitary broadcasting: the Voice of America, Radio Free Europe/Radio Liberty, Radio Free Asia, the Middle East Television Network, the Office of Cuba Broadcasting and the International Broadcasting Bureau, which houses support services for the broadcasting entities. The report is required by Section 305 (a) of Public Law 103-236, the U.S. International Broadcasting Act of 1994.



**Kenneth Y. Tomlinson**  
*Chairman*  
*Broadcasting Board of Governors*

The BBG, a 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).

New ways of reaching vital audiences with accurate news and information became more important than ever in 2003. Along with radio and the Internet, the BBG focused on satellite television, particularly to the Middle East and Iran, areas of high national security interest to the United States. Satellite television will be to worldwide audiences in the future what shortwave radio was in the past. We also firmly established a voice in the media war being fought for the attention of Arabic and Persian speakers with Radio Sawa and Radio Farda.

Overall, the BBG is using all available technologies to reach over 100 million people in more than 60 languages, fulfilling its mission "to promote and sustain freedom and democracy by broadcasting accurate and objective news and information about the United States and the world to audiences overseas." Without U.S. international broadcasting, the voice of freedom and democracy would be muted.

**Respectfully submitted,**

A handwritten signature in black ink, appearing to read 'Ken Tomlinson', written over a horizontal line.

**Kenneth Y. Tomlinson**  
**Chairman, Broadcasting Board of Governors**



# OVERVIEW

**ROUND-THE-CLOCK**, day in and day out, the Broadcasting Board of Governors (BBG) advanced the cause of freedom and democracy by broadcasting uncensored, accurate and objective news and information to millions of people around the world in their own languages. Within the public diplomacy realm, the BBG performed its journalistic mission on behalf of the American taxpayers.

With a budget of \$503,341,000 the BBG communicated with a worldwide audience by radio, television and the Internet. It played an important role in explaining the war on terrorism, helped counter misperceptions and untruths about the United States and provided valuable information

about health, science, education, politics, the rule of law and the status of women.

The BBG sustained and in many cases expanded audiences in key target areas, including the Middle East, Central and Southeast Asia, Iraq, Iran, North Korea and Cuba, as well as in major markets such as China, Russia and Africa where 40 million VOA listeners live. The Voice of America (VOA), Radio Free Europe/Radio Liberty (RFE/RL), Radio Free Asia (RFA), Radio/TV Martí, Radio Sawa and Radio Farda were at the center of the world's news events—from the war in Iraq and the capture of Saddam Hussein to the SARS epidemic in China and the Columbia Space Shuttle disaster.

## BROADCASTING LANGUAGES



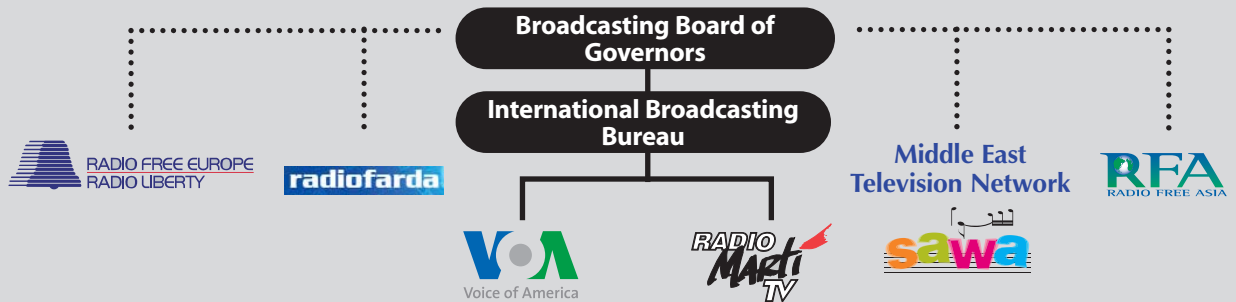
## BBG Mission Statement

To promote and sustain freedom and democracy by broadcasting accurate and objective news and information about the United States and the world to audiences overseas.

BBG Governors Kenneth Tomlinson (left) and Norman Pattiz (right) with Sheikh Abdullah Bin Zayed, Minister of Information, United Arab Emirates.



## BROADCASTING ENTITIES



The BBG created a Middle East Television Network, which in early 2004 launched Alhurra, a full-service satellite television channel with newscasts, current affairs talk shows, news updates and other information programming.

Radio Sawa, the 24/7 Arabic-language station, became the region's leading international broadcaster in many markets in less than two years. It both attracted a large audience and fulfilled its core news mission. In Iraq, Radio Sawa—on FM, medium-wave (AM) and digital audio satellite—was the most-listened-to station as the country emerged from decades of dictatorship.

In order to reach a new generation of listeners, the BBG dramatically refocused and expanded programming to Iran, where

70 percent of the population is under 30. In July, VOA launched *News and Views*, a 30-minute, nightly, Persian-language news show that immediately attracted a strong audience. The show joined two other VOA-TV weekly Persian products: a 90-minute call-in show and a youth news-magazine. Rounding out the picture, Radio Farda, the 24/7 station, broadcast more than eight hours of daily news along with music and cultural programs. Its website has received more than 10 million hits since launch. VOA Persian continued its coverage aimed at elite listeners.

From Afghanistan to Zimbabwe, the BBG added topical programs, updated formats, revitalized its products and improved transmission to ensure its strategic goals were met.



VOA Director  
David Jackson

# VOICE OF AMERICA

Employees: 1,212

FY 2003 Budget: \$146.1 million

Weekly Hours Broadcast: Almost 1,000

Languages: 55



**THE VOICE OF AMERICA** broadcast via radio, TV, and the Internet in 55 languages in 2003 to an estimated 94 million people each week. VOA provides its audience with around-the-clock, reliable news, balanced reporting, and informative features. With a network of AM, FM, and TV affiliates as well as direct broadcasts, VOA focuses on countries that lack a strong independent media.

VOA's TV programs, broadcast via a satellite network, include original and acquired material that reflects a broad spectrum of American life along with discussions about U.S. foreign and domestic policies.

VOA audiences also are able to access the latest news and information on the Internet at [www.VOANews.com](http://www.VOANews.com). Continuously updated, English and foreign-language text is presented with photos, audio, and video. Subscriptions to cyberjournals—daily or weekly VOA email publications—are another popular web feature.

Created in 1942, VOA now has a central newsroom which writes more than 150 news reports a day based on information from more than 140 correspondents and freelance reporters around the world. VOA language services use these reports as a basis for programming. VOA English-language broadcasts are heard worldwide. VOA's *News Now*, a fast-paced mix of news and features, is available around the clock on satellite and the Internet as well as on shortwave during select times. There is also a 24-hour satellite stream devoted entirely to American music.

VOA provides programs to 1,300 affiliate radio and television stations around the world via satellite downlinks and MP3 files.

## FIRSTS:

■ The Persian Service added *News and Views*, a nightly 30-minute Persian-language news and information TV program transmitted to Iran via satellite.

■ The Urdu Service revamped its radio programming format to create a music and news mix called *Radio Aap ki Dunyaa (Your World)* to appeal to younger audiences.

■ VOA launched daily programs in Shona, Ndebele and English for Zimbabwe where President Mugabe cracked down on media.

■ *Jurnal VOA* airs every weekday for 30 minutes on nationwide television in Indonesia.

Governor Steven J. Simmons meets with Urdu-speaking VOA staff.





"I have been listening to VOA/Ukrainian for a long time. . . . Your programs are very valuable. They are wonderful. You open the door to the world for us."

*A VOA listener*



## THE VOA CHARTER

The VOA Charter, signed into law in 1976, states:

1. VOA will serve as a consistently reliable and authoritative source of news. VOA news will be accurate, objective, and comprehensive.
2. VOA will represent America, not any single segment of American society, and will therefore present a balanced and comprehensive projection of significant American thought and institutions.
3. VOA will present the policies of the United States clearly and effectively, and will also present responsible discussions and opinion on these policies.

### Photos From Top to Bottom:

VOA Azerbaijani broadcasters in one of VOA's Washington, D.C., studios;

VOA photojournalist covers a human-interest story in Nigeria;

VOA Swahili Service journalist Vincent Makori interviews President Bush in July at the White House.



RFE/RL President  
Thomas Dine

# RADIO FREE EUROPE/RADIO LIBERTY

Employees: 602

FY 2003 Budget: \$75.8 million

Weekly Hours Broadcast: More than 1000

Languages: 34



**RADIO FREE EUROPE/RADIO LIBERTY (RFE/RL)** broadcast in 34 languages in 2003. It increased its efforts to reach predominantly Muslim communities in Southwest Asia, the Caucasus and Central Asia, while preparing to end broadcasts to seven countries of Central and Eastern Europe.

RFE/RL is committed to promoting democratic values and institutions by disseminating timely, accurate and objective news, information, and analysis. RFE/RL focuses on local and regional developments in countries engaged in a transition from totalitarian control and countries where economic chaos, censorship and government intimidation threaten democracy. RFE/RL maintains bureaus throughout its broadcast region and employs more than 1,500 freelancers worldwide.

RFE/RL broadcasts more than 1,000 hours of programming a week from its operations center in Prague, Czech Republic. Its corporate headquarters are located in Washington, D.C.

RFE/RL transmits its programs by shortwave, AM and FM. Increasingly important are RFE/RL's Internet websites and its email distribution services that provide people around the world with news.

Governor Jeffrey Hirschberg (right) speaks to RFE/RL service directors in Prague with RFE/RL President Dine.



## FIRSTS:

■ RFE/RL gained headlines worldwide with the discovery of documents that implicated the Belarusian government in illegal arms trade with the government of Saddam Hussein.

■ The Bulgarian Service, in a joint production with Bulgaria's largest private television broadcaster, bTV, launched a weekday television news program, *Blitz*. It grew to become Bulgaria's most popular morning news program, with a 43 percent market share in its time slot.

■ The Uzbek Service, working with the American Bar Association's Central European and Eurasian Law Initiative, launched a radio drama (*Know Your Rights*) to teach Uzbek listeners about their rights under the law.

■ Twenty-four Afghan students completed a six-month radio journalism training program in Kabul.



"I appreciate a lot your service for Afghans. . . . It is really an independent radio. And the people are all happy about providing of news and events by this news agency around the country."

*Radio Free Afghanistan listener*



**Clockwise from top left:**

RFE/RL Uzbek Service correspondent with Iraqi artist Sameera Abdulwahab in Baghdad;

RFE/RL Bishkek Bureau journalist interviews the First Lady of Kyrgyzstan, Dr. Mairam Akayeva;

Radio Free Afghanistan correspondents broadcast from RFE/RL's Prague studio;

Televised RFE/RL roundtable discussion in September 2003 in the Ukrainian city of Lviv to discuss "The Future of the Youth of Ukraine."





RFA President  
Richard Richter

# RADIO FREE ASIA

**Employees:** 262  
**FY 2003 Budget:** \$27.2 million  
**Weekly Hours Broadcast:** 252  
**Languages:** 9



**RADIO FREE ASIA (RFA)** broadcasts daily in nine languages to listeners in Asia whose own governments restrict freedom of information and expression. RFA broadcasts accurate and timely news and information, along with a range of voices and opinions from within Asia, showing by example what freedom of expression really means.

RFA focuses primarily on events occurring in its target countries. Through shortwave transmission and the Internet, RFA broadcasts in Mandarin, Cantonese, Uyghur, three dialects of Tibetan, Burmese, Vietnamese, Korean, Lao, and Khmer.



An RFA Khmer Service reporter on assignment during elections in Cambodia.

RFA follows the strictest journalistic standards of objectivity, integrity, and balance. Informing East Asian listeners from all social strata and maintaining credibility among them are RFA's top priorities.

## FIRSTS:

- Doubled broadcasting to four hours to North Korea, whose Stalinist regime maintains tight control over media.
- Added two new call-in programs for listeners in China, including one that allowed a dialogue between Chinese and Tibetans.
- Broke stories about the Chinese government's crackdown on minority Uyghurs and the existence of a system of forced labor in the Xinjiang province.
- Reported on a string of deadly accidents in China's coal mines.



"I listen to RFA every day despite all the noise that interferes with my listening. Sometimes I can hear clearly, sometimes I can't. But now I understand—this is the real voice of a free democracy."

*A Chinese listener, talking about jamming*



**Clockwise from top:**

RFA Tibetan Service reporter interviews the Karmapa, a leading figure in Tibetan Buddhism;

RFA President Dick Richter with Mandarin Service reporter Peter Zhong, holding a thank-you banner sent to Zhong by a village in China;



RFA's Korean Service director (right) interviews Hwang Jang Yop, the highest-ranking North Korean official yet to defect to South Korea;

RFA-sponsored political conference in Cambodia;

RFA Khmer Service reporter on assignment during Cambodia's elections.







OCB Director  
Pedro Roig

# OFFICE OF CUBA BROADCASTING

**Employees:** 163  
**FY 2003 Budget:** \$24.8 million  
**Weekly Hours Broadcast:** 328  
**Languages:** Spanish



**ESTABLISHED IN 1990**, the Office of Cuba Broadcasting oversees the operations of Radio Martí and TV Martí. Both stations broadcast accurate and objective news and information on issues of interest to the people of Cuba. Radio Martí broadcasts news, music, and a variety of feature and news analysis programs seven days a week, 24 hours a day on shortwave and AM. TV Martí produces eight hours of original programming daily, including seven 30-minute newscasts a day. Programs focus on news, sports, entertainment, and features on life in the U.S. and other countries. Other programs include commentary and information about events in Cuba and around the world to promote the cause of freedom in Cuba.

“Congratulations, how great it is to know that Cuba is well informed of events that take place within and outside our country.”  
*A listener*

Journalists at Radio/TV Martí collect the latest news from Cuba.



## FIRSTS:

- TV Martí began broadcasting 24 hours a day on Hispasat, the direct-to-home satellite broadcaster based in Spain. Dish owners in Cuba can access TV Martí for free.
- Broadcast live President Bush’s address outlining new initiatives towards a democratic transition in Cuba.
- Provided live, play-by-play coverage of the major league baseball games, including the World Series.
- Covered the arrests and plight of 75 Cuban dissidents who were sentenced to prison terms of up to 28 years by the Castro government.



**IBB Director  
Seth Cropsey**

# INTERNATIONAL BROADCASTING BUREAU

**Employees: 964**

**FY 2003 Budget: \$215 million (includes IBB and BBG)**

... ON THE CUTTING EDGE OF TECHNOLOGY ...

**THE INTERNATIONAL BROADCASTING BUREAU** provides administrative, marketing, engineering, technical, policy and program support to the Voice of America and Radio/TV Martí. It also provides transmission services for all the BBG broadcast services.

IBB stays on the cutting edge of technology, managing a complex network of domestic and overseas transmitting stations as well as satellite and other Internet delivery systems. This network relays U.S. government-funded programs to transmitting stations and to AM, FM, short-wave, and cable broadcasters worldwide.

The IBB Office of Policy staff write the U.S. government editorials heard daily on VOA broadcasts and produce other public affairs programming.

**Left:** IBB satellite antennas.

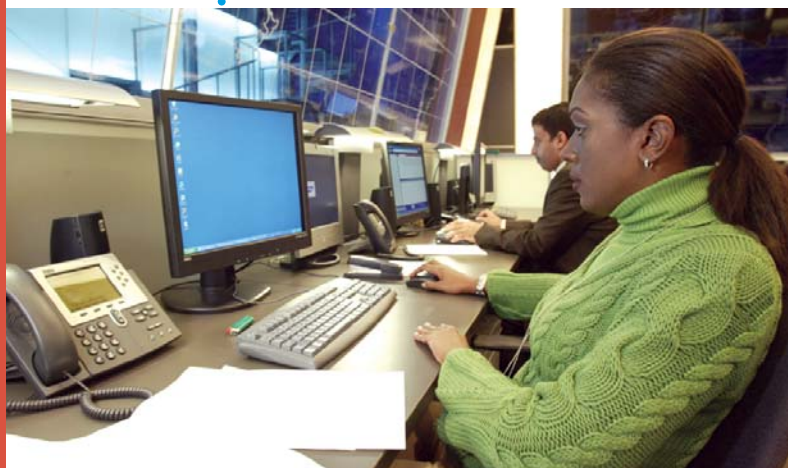
**Right:** IBB engineers work on antenna equipment at a transmitting station for U.S. international broadcasting.



## FIRSTS:

- Established comprehensive broadcast coverage of Iraq by acquiring FM transmitters in key Iraqi cities, improving medium-wave signals and enhancing satellite coverage.
- Installed two high-powered medium-wave transmitters as well as FM transmitters in Afghanistan to allow U.S. international broadcasting to blanket the country.
- Implemented email distribution programs in Iran and China, two countries where governments block Internet sites.

# A NEW ERA IN U.S. INTERNATIONAL BROADCASTING: SATELLITE TELEVISION



Broadcasters for Alhurra prepare for the station's launch.

**DURING 2003**, preparations were under way to launch Alhurra, the 24/7 Arabic-language television network. Alhurra, operated by the Middle East Television Network (MTN), is U.S. international broadcasting's single most ambitious undertaking since the creation of the Voice of America more than 60 years ago.

Although the television medium is distinctly different from the first VOA broadcast over shortwave in German, the mission remains the same: to broadcast accurate, timely and relevant news and information about the region, the world and the United States to a broad, Arabic-speaking audience, thereby advancing both freedom and democracy in the Middle East and long-term U.S. national interests.

Alhurra aims to reach 300 million Arabs, many of whom are skeptical about the United States and its policies. A growing number of potential Alhurra viewers own satellite dishes, which allow them to see the daily programming: news updates,

news magazines, current affairs programs, talk shows, documentaries and other informational features.

Based outside Washington, D.C., in Fairfax County, Virginia, Alhurra will eventually employ over 200 people, including reporters across the Middle East. With a start-up budget of \$62 million—and \$40 million extra for Iraq-specific programming—Alhurra is part of the Broadcasting Board of Governors' vision to expand U.S. international broadcasting's reach, embrace new technologies and attract distinct segments of the market.

VOA's major TV initiatives in 2003 include *News and Views*, a nightly, 30-minute show in Persian with a strong audience; a weekly news feed in Hindi on India's number-one cable news provider with a reach of 30 million; and *Jurnal VOA*, a 30-minute, weekly show in Indonesian with a reach of 118 million.

Altogether, VOA has television products in more than 20 languages, including Mandarin, Indonesian, Serbian, Bosnian, Albanian, Croatian, Russian, Ukrainian, English, and French-to-Africa.

Across the ocean, Cubans were given more access to TV Martí when the signal was placed on the Hispasat direct-to-home satellite service.

RFE/RL's South Slavic and Albanian and Ukrainian Services produce weekly television newsmagazines.

In an ever-changing world, television is expected to be as widespread as radio throughout the BBG's target audiences.



"I'm very happy listening to your television broadcasts. They bring me a lot of information from abroad. I want you to expand broadcasting in Indonesia."

A VOA-TV viewer



**Clockwise from top left:**

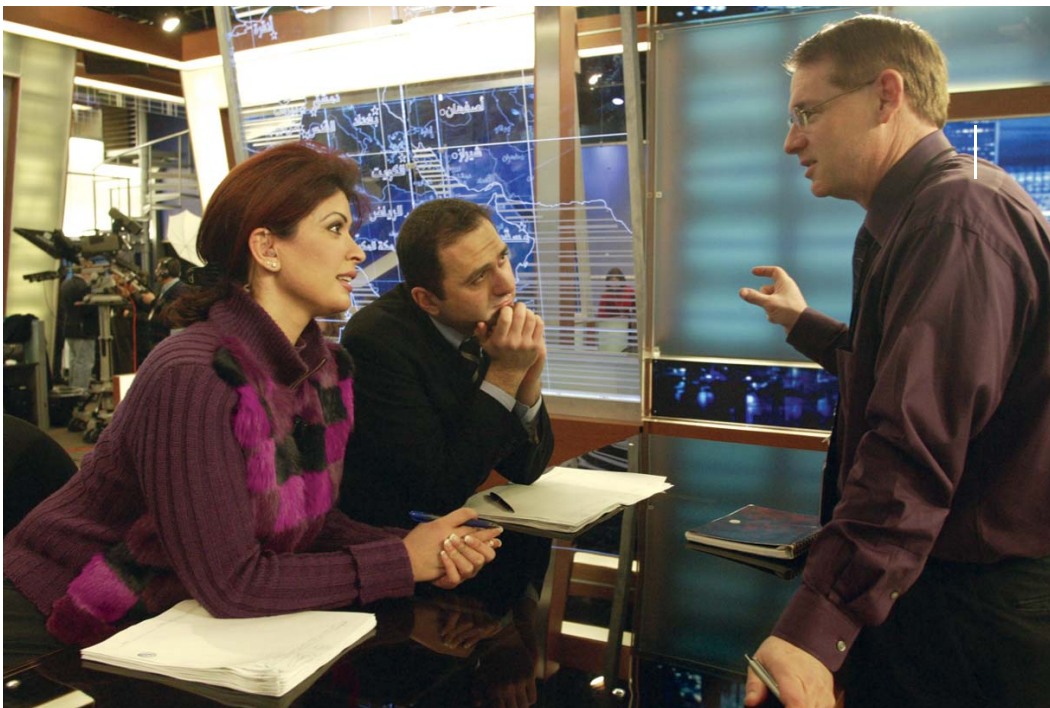
The host of the VOA Indonesian Service's news program *Jurnal VOA* in the studio;

BBG Chairman Tomlinson (left) with Mary Catherine Andrews, Director, White House Office of Global Communications, and Mouafac Harb, MTN News Director;

Anchor for Alhurra practice before the station officially goes on the air;

OCB studio technician in TV Marti's Master Control;

RFE/RL round-table on the status of the Kazakh language held in Khabar TV's studios in Almaty, Kazakhstan.



# BROADCASTING'S KEY ROLE: REBUILDING IRAQ AND AFGHANISTAN

... UP-TO-THE-MINUTE STORIES ON THE MOST SIGNIFICANT NEWS ...



Embedded VOA journalist covers the war in Iraq.

**REPORTERS** from U.S. international broadcasting were at the forefront in covering the war in Iraq and its aftermath, providing up-to-the-minute stories on the most significant news event of 2003. The Voice of America had four reporters embedded with the U.S. military at the time of the invasion of Iraq; one of the many Radio Sawa reporters in Iraq broadcast live from Baghdad as bombs first fell on the city, and Radio Free Iraq's reporter narrowly escaped death as his convoy was bombed in Kurdistan, Iraq.

With the fall of Iraq, the reporting didn't stop. The Arabic-language Radio Sawa quickly became the most-listened-to station across the country. Available on FM in major cities and AM throughout the country, the 24/7 station provided its huge Iraqi audience with six hours of news and current affairs programs each day. Programs dealt with issues affecting Iraqis, including reconstruction, political and

social events, education, and health. VOA's Kurdish Service also attracted a broad audience by quadrupling its broadcasts, which included news, call-in shows and high profile interviews.

In Afghanistan, where new AM and FM transmitters afforded U.S. international broadcasting unparalleled reach across the country, Dari- and Pashto-speaking journalists focused on general news, reconstruction and democracy-building. Between them, VOA and Radio Free Afghanistan blanketed the country, providing "news you can use" in a seamless, 24-hour unified service. Listener rates were high.

Among the innovative programs: live coverage of the Afghan Constitutional Loya Jirga, on-air health tips, public service announcements on landmine safety, daily call-in shows, roundtables on women's issues, the economy and education. BBG broadcasters also trained numerous Afghan journalists

"We Love VOA/Pashto so much that we miss our dinner and evening prayers but not the VOA Pashto program. During Ramadan when we had to go to the Mosque, we had the VOA/Pashto broadcast recorded so we could listen to it later."

*A listener in Afghanistan*



"As for your news, it is 100 percent fair. . . . God bless you in your mission to spread the word of truth."

*A Radio Sawa listener*



**Clockwise from top left:**

VOA Dari Service broadcaster covers the Loya Jirga in December in Kabul, Afghanistan.

Loya Jirga delegate Wakil Dar, representing Afghan refugees in Pakistan, answers questions from listeners in RFE/RL's Kabul studio;

VOA reporter embedded with the U.S. military covers the invasion of Iraq;

The Staff of Radio Free Afghanistan's Kabul Bureau.



# WITH NEWS AND INFORMATION: REACHING THE MIDDLE EAST AND IRAN



Iranian film star Shohreh Aghdasloo (fourth from right) appears on VOA's innovative program *Next Chapter*. The actress is pictured here with the show's staff.

**ACROSS THE MIDDLE EAST**, Radio Sawa continued to attract audiences, particularly where listeners could tune in to Sawa on FM. The Arabic-language station was the number one broadcaster in Iraq and the leading international broadcaster in five countries, where it is heard on FM.

In the summer of 2003, ACNielsen surveys reported Radio Sawa had an average listenership of 32 percent of the general population 15 years and older in Jordan, Kuwait, Egypt, Qatar, and the United Arab Emirates. Radio Sawa was regarded as a reliable source of news.

Radio Sawa has a unique format which combines news and information with Western and Arabic music, and special features that engage its audience like "Sawa Chat" and "Ask the World Now." The station was launched in March 2002.

In Iran, U.S. international broadcasting has reached out to Iranians with a variety of products. Around the clock on short-wave and AM, Iranians can tune in to Radio Farda, broadcasting eight hours of

news, analysis, interviews and opinion, along with Western and Persian pop music, most of which is banned in Iran. Radio Farda provides news and streaming audio at [www.radiofarda.com](http://www.radiofarda.com).

VOA's Persian Service broadcasts four hours daily, with programs devoted primarily to news, analysis and interviews with U.S. policymakers and regional experts.

VOA-TV's *News and Views*, a nightly 30-minute Persian-language television program, began on July 6, 2003, and immediately gained a dedicated audience. Produced in Washington, the show includes local and world news stories, analysis of issues and events, reports from inside Iran, features, and cultural and special interest programs.

"Iranians at home and abroad cannot thank you enough for the service you are providing to the Iranians in this very important and crucial time in the country's history. You ... are providing our people with a window to the free world."

*A Radio Farda listener*

VOA-TV has two other shows: *Roundtable With You* is a 90-minute, weekly, TV-radio simulcast call-in show aimed at opinion shapers and the educated public. *Next Chapter* is an innovative, weekly, hour-long TV magazine show, aimed at Iranian youth who make up some 70 percent of the 68 million Iranians.

“VOA is the beginning of spring for us. . . . It brings hope to the air. You are extremely popular in Iran.”

*A News and Views viewer*



**Clockwise from top left:**

Radio Farda broadcaster in the service’s Washington, D.C. studios;

Governor Blunkita Walsh Cullum talks with a *News and Views* anchor on the set;

VOA’s popular program *Next Chapter* provides news and entertainment targeted to a large young audience in Iran.

Reza Pahlavi (left), son of the deposed Shah of Iran, is interviewed on VOA’s simulcast call-in show, *Roundtable With You*;

Young Radio Sawa journalist broadcasting from the studios in Dubai, United Arab Emirates.





# CHALLENGES OF U.S. INTERNATIONAL BROADCASTING: REACHING CHINA AND NORTH KOREA



VOA Korean Service journalist interviews Senator Sam Brownback at the North Korean Freedom Day Rally on Capitol Hill

**CHINA**, the world's most populous nation, governed by rulers leery of freedom and democracy, and its neighbor North Korea, controlled by an absolute dictator possessing nuclear material, remain daunting challenges for the U.S. and its international broadcasters.

Despite these challenges, the Voice of America and Radio Free Asia have proved adept at garnering audiences with solid reporting, innovative delivery systems and new technologies. Altogether, the services reached China and North Korea in Mandarin, Uyghur, Cantonese, Tibetan, and Korean. Both China and North Korea jam shortwave broadcasts and block Internet sites, forcing U.S. international broadcasting to develop multiple transmission methods.

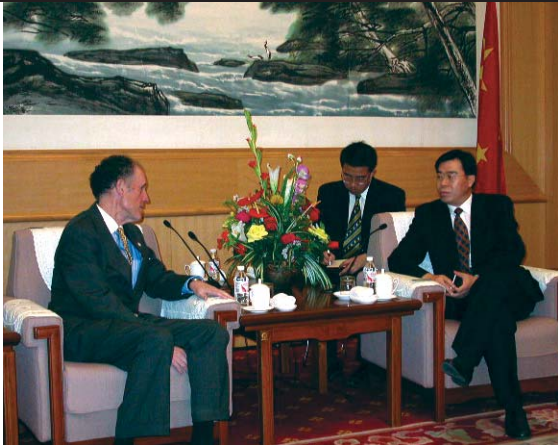
In 2003, RFA launched two new call-in programs for listeners in China and opened toll-free listener hotlines to make them available in all four languages. VOA-TV increased placement inside China for a

variety of programs on American culture, science, health and the English language. VOA's China Service also emails news bulletins every day to more than 2.4 million subscribers inside China and uses mirror sites to evade blocked website addresses.

Extensive, accurate, and reliable news coverage was the key to success. VOA provided extensive coverage of the transfer of power to Hu Jintao, religious persecution of Christians inside China, and U.S.-China relations. RFA broke stories dealing with forced labor in the Xianjiang Autonomous Region, industrial safety problems, the crackdown on Internet use, and the high cost of economic development on the social safety net for the old and the poor.

North Korea, with tensions rising over its nuclear program and a rapid escalation in the number of refugees fleeing to China, was a priority area in 2003. RFA and VOA doubled their broadcasts—to a total of seven hours daily—to the tightly controlled country. Despite harsh penalties for anyone caught listening to foreign broadcasts, defector interviews indicated U.S. international broadcasting plays a major role in keeping North Koreans informed. Both services reported extensively on defectors' lives with programs such as VOA's *North Korean Defector's Odyssey*.

“Listening to Radio Free Asia programs is like drinking the water of life. RFA is a lifeline.”  
A listener in North Korea



**Clockwise from top left:**

BBG Governor Edward Kaufman meets with Chinese officials;

RFA Korean Service reporter interviews former South Korean Foreign Minister Soon-Young Hong;

BBG Governors Joaquin Blaya and Edward Kaufman visit Guangdong TV in Guangzhou, China;

RFA Korean Service director interviews Lord David Alton, a human-rights activist;

The hosts on VOA's Mandarin-language program *Cultural Odyssey*.



# SPREADING THE WORD: HEALTH COVERAGE AROUND THE WORLD

... ACCURATE INFORMATION TO HELP PREVENT AND TREAT ILLNESS.



VOA's Central Africa Service provides important AIDS programming such as its multi-part series "AIDS: Spread the Word, Not the Virus."

**HIV/AIDS, SARS, POLIO,** malaria, tuberculosis and anti-microbial resistance—these are just some of the health topics covered in-depth by U.S. international broadcasting. In the global village, bound together by airline travel and porous borders, fighting disease is a critical element in improving lives. People need the kind of accurate information provided by the BBG to help prevent and treat illness.

HIV/AIDS, which infects about 40 million people worldwide, with 26.6 million of those in Africa, is covered extensively with programs such as VOA Central Africa Service's multi-part series entitled, "AIDS: Spread the Word Not the Virus." In Bangladesh, VOA broadcast a 12-part series of interviews with doctors, AIDS patients and government officials. VOA Spanish broadcast the World AIDS Day Concert on December 1, 2003. Call-in shows hosted by RFE/RL's Russian Service dealt with AIDS, as did RFA's Mandarin Service, which broadcasts to China where the government has long denied the presence of the disease. "In reality, AIDS is much worse than SARS," Dr. Gao Yaojie, China's best-known AIDS activist, told RFA.

The rapid spread of SARS (Severe Acute Respiratory Syndrome)—and China's initial failure to publicize the epidemic—dominated the health agenda in early 2003. In February 2003, well before SARS became a public health issue worldwide,

RFA and VOA broke stories of a fast-spreading pneumonia-type illness that claimed lives. The services kept up nonstop coverage, interviewing doctors who dared speak out, patients, and international and U.S. health officials. They provided chilling details, including stories of hospitals gouging their impoverished SARS patients. The websites provided important information on the disease. VOA's English-language programs covered stories such as the impact of SARS on the tourism and airline industries and ways for tourists to prevent the spread of SARS. After massive international criticism, China agreed to cooperate with the World Health Organization (WHO).

The drive to eradicate polio worldwide was another priority. In Nigeria, VOA's Hausa Service began an intensive campaign to counter some Muslim leaders' claims that the vaccine was contaminated and caused AIDS. In Bangladesh, VOA's Fan Clubs were recruited to join the Polio Eradication Campaign and, in Afghanistan, broadcasters produced special dramas to encourage use of the vaccine.

As improper use of antibiotics makes them less effective against diseases like pneumonia and tuberculosis, VOA produced a series on how best to use antibiotics so they maintain effectiveness. The campaign to promote proper use of antibiotics was picked up by U.S. broadcasters.

"It's my only solace. . . . I can't live without radio."

*A young, disabled VOA listener in Ethiopia*



**Clockwise from top:**

VOA Bangla Service Fan Club members have joined the Service in a highly effective campaign for a polio-free Bangladesh. The fan club members here are in Dhaka at a VOA-sponsored seminar.

VOA stringer interviews a pregnant teenage refugee in a camp in Rwanda.

Ethiopian Bizunesh Teshome (center), who is disabled, wrote the winning article in the VOA Amharic Service's youth AIDS contest;

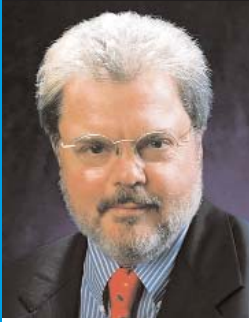
Photo taken by an RFA Hong Kong Bureau staffer during the outbreak of the SARS epidemic;

Attendees at an AIDS conference in August sponsored by RFA at its headquarters in Washington, D.C.





# BROADCASTING BOARD OF GOVERNORS



**Kenneth Y. Tomlinson**  
Chairman



**Joaquin F. Blaya**



**Blanquita Walsh Cullum**

**Kenneth Y. Tomlinson** is a former director of the Voice of America and has more than 35 years of journalistic experience. He began his career as a reporter for the *Richmond Times-Dispatch* in 1965. In 1968 he joined the Washington bureau of *Reader's Digest*, then served as a correspondent in Vietnam, and eventually in Paris, where he covered events in Europe, Africa, and the Middle East. In 1982, President Ronald Reagan appointed Tomlinson Director of VOA, where he served until 1984. After his tenure at VOA, Tomlinson returned to *Reader's Digest* to serve as managing editor. He was subsequently named executive editor of the *Digest* in 1985 and editor-in-chief in 1989. He retired from *Reader's Digest* in 1996. He has served as the chairman of the National Commission on Libraries and Information Science (1985), as a member of the U.S. Board for International Broadcasting (1986-1994), and on the Board of Directors of the Corporation for Public Broadcasting (2000-present).

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



**Governor Joaquin F. Blaya meets journalists in Sao Paulo, Brazil.**

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

**D. Jeffrey Hirschberg** is a partner at Kalorama Partners, a consulting and legal practice. He was director of the Corporate Responsibility Practice at Howrey, Simon, Arnold and White, LLP. Hirschberg retired from Ernst & Young

in 1999 as vice chairman/governmental affairs. Previously, he worked as a private attorney in both Washington, D.C., and Milwaukee, Wisconsin. From 1972–1980, Hirschberg worked for the U.S. Justice Department as a special attorney and deputy chief of the criminal division’s special litigation section. He also prosecuted civil and criminal matters as an assistant U.S. Attorney in Milwaukee. Hirschberg has broad political and international experience. He currently serves as a director of the U.S.-Russian Investment Fund and the U.S.-Russia Business Council.

**Edward E. Kaufman** is president of Public Strategies, a political and management consulting firm based in Wilmington, Delaware. Since 1991, he has been a Senior Lecturing Fellow at Duke University, teaching in The School of Law, Fuqua School of Business, and The Sanford Institute of Public Policy. He is co-chair of the Duke University School of Law’s Center for the Study of the Congress. He is a trustee of the Christiana Care Corporation and is a member of the Board of Directors of Children and Families First and WHYY. Kaufman was formerly chief of staff to Joseph R. Biden, Jr. (D-DE).

Governor Norman J. Pattiz, discusses BBG Middle East initiatives at a meeting in Prague.

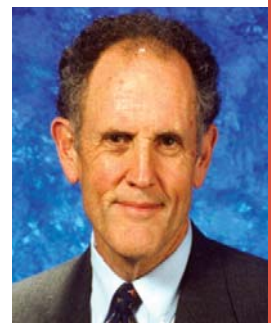


**Norman J. Pattiz** is founder and chairman of Westwood One, America’s largest radio network. Westwood One owns, manages or distributes the NBC Radio Network, CBS Radio Network, the Mutual Broadcasting System, CNN Radio, Fox Radio Network, Metro Networks, Metro Traffic and Shadow Traffic. He serves as a member of the University of California’s Board of Regents and California’s 21st Century Infrastructure Commission. Pattiz is a past president and executive board member of the Broadcast Education Association and a trustee of the Museum of Television & Radio and the Hollywood Radio & Television Society. Pattiz is the primary benefactor of the Hamilton High Academy of Music and the Norman J. Pattiz Concert Hall. He is a member of the Council on Foreign Relations.

**Veronique Rodman** (appointed December 2003) is the director of public affairs at the American Enterprise Institute for Public Policy Research (AEI), a Washington-based think tank. Before joining AEI in 1999, Rodman worked for many years in broadcasting. From 1982-1995, she served as a producer of ABC-TV’s *This Week With David Brinkley*. As a television news consultant, she helped launch *Fox News Sunday*. Rodman also worked as vice president for the Cosmetic, Toiletries and Fragrance Association Foundation, and as program coordinator for the SAIS-Novartis Prize for Excellence in International Journalism. Born and raised in Egypt, Rodman also worked for Secretary of State Henry Kissinger and for CSIS’s Congressional Leadership Group on International Communication. Earlier she was assistant director for “The World of Islam” festival in London.



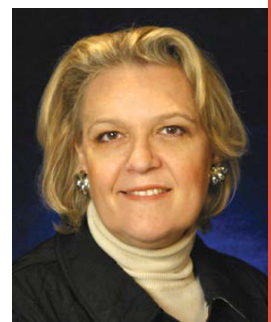
D. Jeffrey Hirschberg



Edward E. Kaufman



Norman J. Pattiz



Veronique Rodman



# BROADCASTING BOARD OF GOVERNORS



**Steven J. Simmons**

**Steven J. Simmons** is chairman and CEO of Patriot Media and Communications, LLC, a cable television company formed in 2002. It offers over 80,000 customers digital programming, high speed Internet access and other advanced communications services. Simmons chairs the Cable TV Entrepreneurs Club of 22 present and former cable CEO's, previously served on the National Cable TV Association Board, and was voted a Cable TV Pioneer. From 1982-1994, he was chairman and chief executive officer of Simmons Communications, Inc. (SCI), which served cable subscribers in 20 states with over 50 offices nationwide. Prior to starting SCI, Simmons served almost four years as an assistant and then as associate director on the White House's domestic policy staff, which followed his four years as assistant and then associate professor, and author of communications law articles at the University of California.



**Secretary of State  
Colin L. Powell**

**Secretary of State Colin L. Powell** serves as an *ex-officio* member of the bipartisan Board. Powell was the former Chairman of the Joint Chiefs of Staff and served as National Security Advisor under President Reagan. A decorated veteran of the United States Army, he served two tours of duty in Vietnam. Powell served as executive assistant in both the Energy and Defense Departments and as senior military assistant to Defense Secretary Casper Weinberger. He retired from the U.S. Army in 1993. In 1997, Powell helped found America's Promise, an organization dedicated to building the character and competence of the nation's youth. He currently serves as chairman of the organization, as well as serving as a member of the Board of Trustees of Howard University and of the Board of Directors of the United Negro College Fund.



**Robert M. Ledbetter, Jr.  
(2000-2003)**



**Governor Veronique Rodman talks with a journalist from VOA's French-to-Africa Service in the new VOA newsroom.**

**Robert M. Ledbetter, Jr. (2000-2003)** is vice president and general manager of WTVA Inc., which operates WTVA-TV and has programming or sales agreements with WLOV-TV and WKDH-TV in Tupelo, Mississippi. He also is Vice President of WMDN Inc., which operates WMDN-TV and has a local marketing agreement with WGBC-TV in Meridian, Mississippi. He was a news director and news anchor at television stations in Meridian, Jackson, and Tupelo, Mississippi, before assuming television management responsibilities in 1978.

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