

P R O F I L E



Voice of America



**Language of Broadcast:** Bosnian†  
**Content:** 2.75 hrs. of original TV programming per week; Internet

**Distribution:** 15 affiliates (15 TV)

**TV:** VOA's Bosnian Service's *Studio Washington* is broadcast by satellite and on 15 television stations throughout Bosnia-Herzegovina. VOA Bosnian also produces a weekly live-to-tape TV interactive for the nationally broadcast and top-rated BHT1 network. The interactive is part of the political and foreign affairs show *Global*, which airs Mondays at local prime time.

**Web:** Multimedia content on web and mobile sites is updated daily. The Service's website features a *U.S. News in One Minute* digital only product, offers videos on YouTube and engages audiences via Facebook and Twitter.

**Staff:** 4

**Budget:** \$824,000

**Established:** 1996 to present; TV service established in 1997



**Language of Broadcast:** Albanian to Kosovo, Bosnian, Macedonian, Montenegrin, and Serbian

**Content:** Albanian to Kosovo: 10.5 hours original radio; Bosnian: 10.5 hours original radio; .5 hours TV; Macedonian: 7 hours original radio; 10 minutes TV; Serbian: 7 hours original radio Montenegrin: 3.5 hours original radio; Balkans Regional program: 12 hours original radio

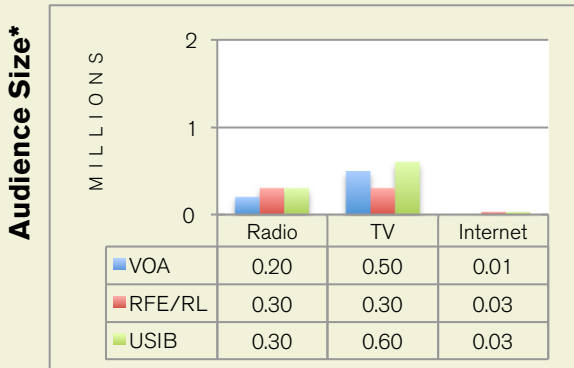
**Distribution:** 193 affiliates (150 FM, 43 TV) RFE/RL's delivery includes affiliates in Bosnia and Herzegovina (49 FM, 29 TV), Kosovo (37 FM), Macedonia (5 FM, 13 TV), Montenegro (12 FM), and Serbia (47 FM, 1 TV), in addition to HotBird and Internet with streaming audio.

**Web:** All of the Balkan Services are active on Facebook and Twitter, have mobile sites, and have launched branded YouTube pages in process.

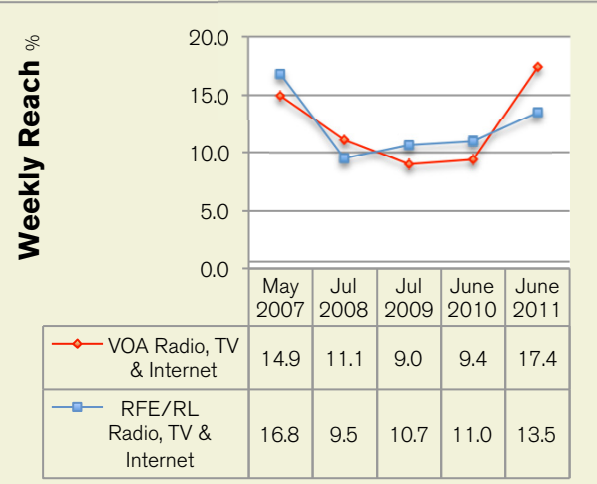


† Numbers reflect RFE/RL Balkans service totals which include Albanian, Bosnian, Macedonian, Montenegrin and Serbian.

P E R F O R M A N C E D A T A (Using Data from Bosnia, June 2011)



Weekly Reach by Media (%)			
	VOA	RFE/RL	USIB
Radio	5.8	8.1	10.0
TV	16.1	8.2	18.2
Internet	0.4	0.9	1.0
<b>Total</b>	<b>17.4</b>	<b>13.5</b>	<b>22.0</b>



Awareness (%)	
VOA	RFE/RL
78	79

Bosnian

**Credibility**

Percentage of surveyed weekly audience that finds broadcasts credible (%)		
	VOA	RFE/RL**
Radio	95	96
TV	96	

**Understanding**

Percentage of weekly audience whose understanding of topics increased "A Great Deal" or "Somewhat" (%)		
	VOA TV***	RFE/RL**
Current Events	96	90
U.S. Society (VOA)/Current Events in Bosnia	90	88
U.S. Policies	75	na

**Quality**

Combined Scores from audience panel		
	VOA	RFE/RL
Radio	3.5	3.3
TV	3.1	na

\*Audience reaches and sizes for VOA and RFE/RL in Bosnia can only be meaningfully compared using figures for VOA content in Bosnian, Serbian, and Croatian. These audiences are .2 million for Internet, 19.4% for TV and .6% for Internet.  
 \*\*Credibility and understanding ratings are for RFE/RL on any platform.  
 \*\*\*Understanding ratings for VOA Radio are 95% for Current Events, 79% for U.S. Society and 79% for U.S. Policies.

Data are from a June 2011 survey of adults (15+) in Bosnia

# Bosnian Broadcasting

## A U D I E N C E C O M P O S I T I O N

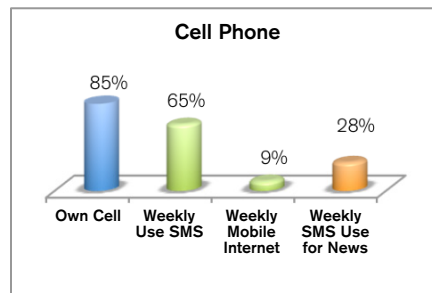
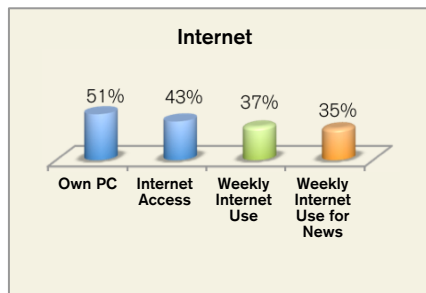
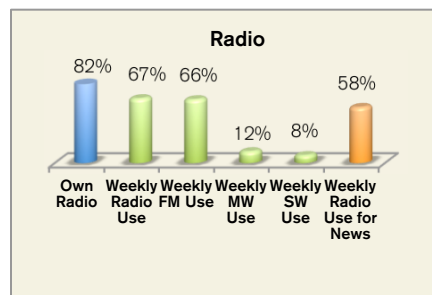
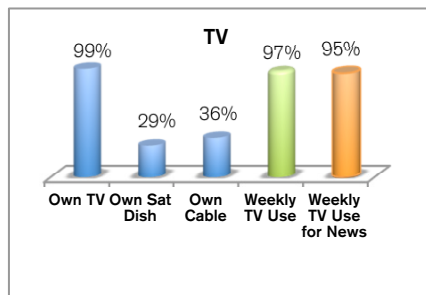
Total Population of Bosnia-Herzegovina: 3.8 million

	Sam.	VOA Weekly Aud.	RFE/RL Weekly Aud.
<b>Sex</b>	%	%	%
Male	48	53	55
Female	52	47	45
<b>Age</b>			
15-24	19	11	11
25-34	17	14	12
35-44	17	19	19
45-54	16	20	17
55-64	14	18	21
65+	17	18	21

	Sam.	VOA Weekly Aud.	RFE/RL Weekly Aud.
<b>Education</b>	%	%	%
None	3	2	2
Primary	22	18	20
Secondary	61	63	63
Higher	14	16	16
<b>Ethnicity/Nationality</b>			
Bosniak	49	66	64
Bosnian	2	4	3
Serbian	35	12	15
Croatian	12	17	15
Other	1	1	2

	Sam.	VOA Weekly Aud.	RFE/RL Weekly Aud.
<b>Residence</b>	%	%	%
Urban	45	49	51
Rural	55	51	49
<b>Language</b>			
Bos/Ser/Cro	99	99	99
Other	1	1	1

## M E D I A U S E



### Top Ten Media Outlets

11. FTV
12. BHT
13. OBN
14. Pink BH
15. RTRS
16. TV BN
17. HRT
18. NTV Hayat
19. TV Nova
20. RTL Hrvatska

### Top Ten Sources of News

1. FTV
2. BHT
3. OBM
4. RTRS
5. Nova TV
6. TUBM
7. Dhevni Avaz
8. Pink BH
9. MTV Hayat
10. ATV Banga Luka

### Web Analytics

**VOA Weekly Visitors** 2,000

**Weekly Visits** 3,500

#### RFE/RL

**Weekly Visitors** 19,200+

**Weekly Visits** 52,500+

† Numbers reflect RFE/RL Balkans service totals which include Albanian, Bosnian, Macedonian, Montenegrin and Serbian.

## C O N T E X T



### Political Situation

- **Freedom House Political Freedom Index (2011): PARTLY FREE**
- **Economist Intelligence Unit Instability (2010): HIGH RISK**
- The protracted talks on resolving the nearly year-long government crisis at the state level continued in August with attempts to reach agreement on forming ruling coalitions in three of the ten cantons of larger entity of Bosnia and Herzegovina (BiH), the Bosniak (Bosnian Muslim)-Bosnian Croat Federation. The negotiations have brought together the two dominant forces in the Federation government, the Social Democratic Party of BiH (SDP BiH) and the Party of Democratic Action (SDA), both of which are supported predominantly by Bosniaks—although the SDP BiH is not an ethnically based party—and the two main opposition groups, the Croatian Democratic Union of BiH (HDZ BiH) and the Croatian Democratic Union 1990 (HDZ 1990), representing Bosnian Croats. The dispute over the governments of the three cantons, Hercegovina-Neretva, Herceg-Bosna and Central Bosnia, has become a stumbling block in the attempts to form a ruling coalition at the state level in order to replace the outgoing government, which has been operating in a caretaker capacity since the elections of October 2010.

### Media Environment

- **Freedom House Press Freedom Index (2011): PARTLY FREE**
- **Reporters Without Borders Index (2011): 19.50 (58/179)**
- The media environment of Bosnia and Herzegovina is divided along ethnic lines and these divisions color news reporting. For example, at the beginning of the fieldwork period much discussion was devoted to the planned (and then canceled on May 13) referendum in Republika Srpska to discontinue recognizing the national-level judiciary. In the middle of the fieldwork period, on May 26, the arrest of the former Bosnian-Serb military commander Ratko Mladic also sparked heated media coverage. For the past several years, qualitative research has shown that domestic media report these types of divisive events through a highly ethnically colored frame, which drives many Bosnians to international broadcasters for more balanced coverage.
- Domestic media outlets continue to suffer severe sustainability problems. With the effects of the economic crisis still having a strong hold on Bosnia, media outlets cannot free themselves from control of business interests or ethnically-aligned political parties. Bosnia's three public broadcasters (the nationwide BHRT and the entity units RTFBiH and RTRS) are under pressure from lost license fee income and the entire system continues to be marred by ethnic rivalry. Survey results show that the population seems to share the pessimistic outlook of media experts cited above: two in five (39 percent) noted incidences of hate speech in the media in the past year.
- Al-Jazeera Balkans was launched in November 2011 and the channel has the potential to become a strong competitor for regional and international news.