

P R O F I L E



Voice of America



Language of Broadcast: Dari

Content: 42 hrs. of original radio prog. per week; 3 hrs. of original TV prog. per week; Internet

Distribution: 1 affiliate (1 TV), 1 IBB MW, 8 IBB FM's, 2 or 3 IBB SW frequencies

VOA delivers radio programming, seven days per week, on FM, AM, and IBB shortwave. The FM is broadcast to Kabul, Herat, Kandahar, Mazar-e-Sharif, Jalalabad, Khost, Gardaiz, and Kunar. IBB shortwave is heard in Afghanistan, Pakistan, Iran, Tajikistan and Uzbekistan.

VOA's Afghan news program, TV Ashna, is televised live throughout Afghanistan on RTA, Afghanistan's state-owned television network. The first half hour is in Dari; the second in Pashto. On Fridays, RTA also airs "Karwan," a 30 minute program targeted at youth.

Staff: 21

Budget: \$2,953,500

Established: 1980 to present



Language of Broadcast: Dari

Content: 42 hrs. of original radio programming per week; Internet

Distribution: Delivery includes 1 national MW, 8 IBB FM transmitters, multiple SW frequencies, HotBird, AsiaSat, Yamal and Internet with streaming audio (Dari site plus Pashto site).

Staff: 26+

Budget: \$5,030,000+

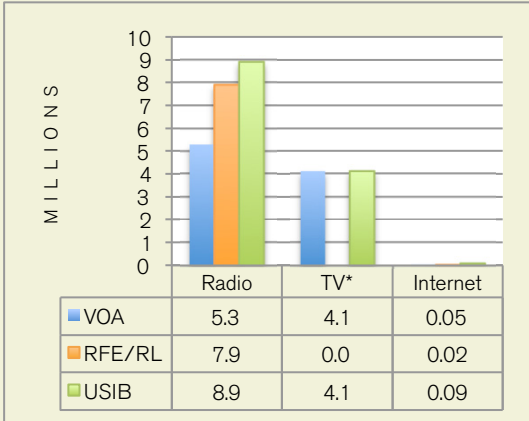
Established: 1985-1993; 2002 to present

† Totals for Radio Free Afghanistan including both Dari and Pashto broadcasts.



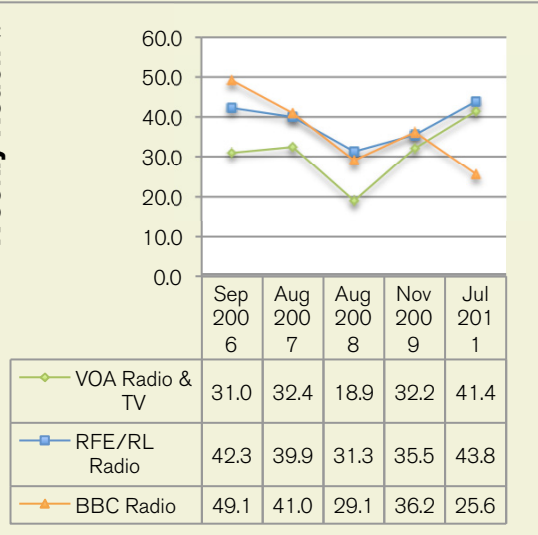
P E R F O R M A N C E D A T A (Using Data from Afghanistan, July 2011)

Audience Size



Weekly Reach by Media (%)			
	VOA	RFE/RL	USIB
Radio	29.4	43.8	49.4
TV	22.7*	na	22.7*
Internet	0.3	0.1	0.5
Total	41.4	43.8	56.4

Weekly Reach



Awareness (%)	
VOA	RFE/RL
67	81

Credibility

Percentage of surveyed weekly audience that finds broadcasts credible (%)		
	VOA	RFE/RL
Radio	87	85
TV	95	na

Understanding

Percentage of weekly audience whose understanding of topics increased "A Great Deal" or "Somewhat" (%)		
	VOA Radio*	RFE/RL
Current Events	92	90
U.S. Culture (VOA) or Current Events in Afghanistan (RFE/RL)	80	88
U.S. Policies	65	na

Quality

Combined Scores from audience panel		
	VOA	RFE/RL
Radio	3.4	2.8
TV	na	na

Dari

*Viewing in "Dari only" or "Dari and Pashto"

**Understanding ratings for VOA TV are 95% for Current Events, 80% for U.S. Culture and 67% for U.S. Policies.

Data are from a July 2011 survey of adults (15+) in Afghanistan.

Dari Broadcasting

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

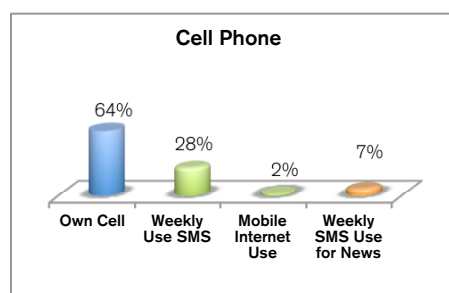
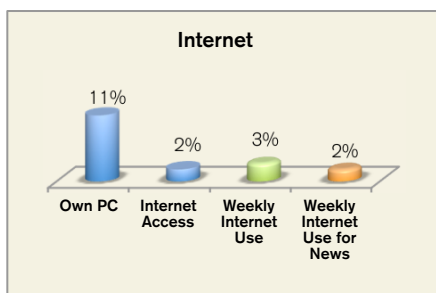
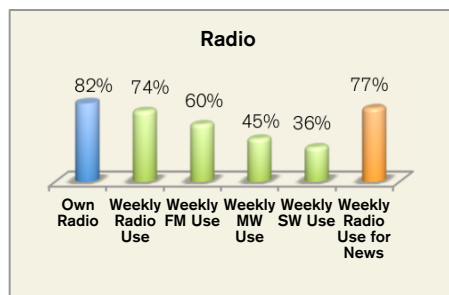
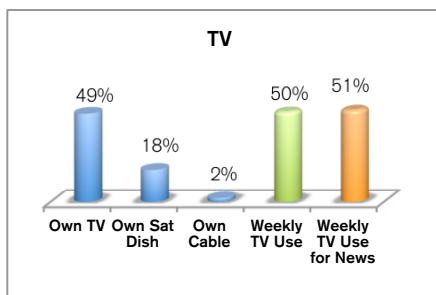
Total Population of Afghanistan: 32.4 million

	Sample	VOA Weekly Audience	RFE/RL Weekly Audience
Sex	%	%	%
Male	58	56	60
Female	42	44	40
Age			
15-24	31	33	31
25-34	23	21	23
35-44	22	23	21
45-54	15	13	15
55-64	7	8	8
65+	2	2	3

	Sample	VOA Weekly Audience	RFE/RL Weekly Audience
Education	%	%	%
Illiterate/No Formal	61	53	56
Elem./Inter.	18	21	18
Secondary	17	21	20
Coll./Univ.	3	5	6
Ethnicity/Nationality			
Pashtun	42	30	32
Tajik	36	43	43
Uzbek	9	11	10
Other	14	16	15

	Sample	VOA Weekly Audience	RFE/RL Weekly Audience
Residence	%	%	%
Urban	78	66	76
Rural	22	34	24
Language			
Dari	48	60	59
Pashto	39	26	29
Uzbek	9	12	10
Other	3	2	2

M E D I A U S E



Top Ten Media Outlets

1. RFE/RL Radio (any language)
2. Radio Afghanistan
3. VOA Radio/TV (any language)
4. TV Afghanistan
5. Tolo TV
6. Ariana TV
7. BBC Radio (any language)
8. Radio Ariana
9. Radio Arman
10. Lemar TV

Top Ten Sources of News

1. Tolo TV
2. RFE/RL
3. TV Afghanistan
4. VOA
5. BBC
6. Ariana TV
7. Radio Afghanistan
8. Radio Arman
9. Lemar TV
10. Ariana Radio

Web Analytics

VOA Weekly Visitors	5,600
Weekly Visits	14,400
RFE/RL Weekly Visitors	5,900
Weekly Visits	21,100

C O N T E X T



Political Situation

- **Freedom House Political Freedom Index (2011): NOT FREE**
- **Economist Intelligence Unit Instability (2010): VERY HIGH RISK**
- In 2011, the legitimacy of the government led by the president, Hamid Karzai, remained compromised as a result of the flawed nature of the electoral process in both the 2009 presidential poll and the 2010 parliamentary elections. The president has been even less effective in his second term than he was in his first. The judicial system is also in a weak state.
- The security outlook is highly unsettled, attacks by elements linked to the Taliban remain frequent. In 2011, a series of high-profile assassinations further weakened the government and have raised doubts that the country could manage itself once the coalition troops transferred security over to the Afghan police and military. The government's credibility is further diminished because of the corruption in the ranks, violence against women and prisoners, and the large number of civilian casualties.

Media Environment

- **Freedom House Press Freedom Index (2011): NOT FREE**
- **Reporters Without Borders Index (2011): 74.00 (150/179)**
- Although Afghan media continued to grow and diversify in 2011, access to media outlets differs radically among ethno-linguistic groups. Those in Afghanistan who speak Dari at home, for example, are more likely to use TV for news every day than are Pashto speakers, who are more likely to listen to radio for news.
- Journalist have continually faced difficulty with government interference, threats, arrests and harassment by politicians and those in power. Kabul displays a relatively higher media freedom and diversity than anywhere else in the country. There are currently dozens of independent and private radio and several private television stations in the country.
- Internet and mobile telephone use has increased rapidly, providing news and information to particularly urban residents. The Taliban has picked up their effort to damage telecommunications and transmission infrastructure to curb this trend.
- In September 2011, an Afghan journalist reporting for the BBC was killed by NATO forces during a fight against insurgents. He was mistaken for a suicide bomber.