



PROFILE



Voice of America



English to Asia

Language of Broadcast: English

Content: 14 hrs. of original radio programming per week; Internet

Distribution: 97 affiliates (57 Radio, 40 TV); radio is streamed on the Internet, downloadable on podcast, and broadcast on SW, MW, and relayed via satellite and affiliates.

Radio: Produces regionalized and international news programming targeted to Asia. Daybreak Asia (morning) and Crossroads Asia (evening) deliver targeted news and information; International Edition contains world news. Reporters' Notebook provides a platform for discussion of the week's top news by VOA English language correspondents.

TV: Production of video content for web delivery.

New Media: Produces written, audio and video content for the Asia page of the English website. Provides podcasts of radio programming available through the English web page and iTunes. Includes articles, photos, video, audio, and other multimedia forms such as flash. Platforms include voanews.com, Facebook, Twitter, Tumblr, Storify, mobile and limited SMS. Asia is the source of more than one million foreign visitors to the English website each month, more than any other region.

Staff: 96+ | Budget: \$14,138,000+

Established: 1942 to present



English to Middle East

Language of Broadcast: English

Content: 10.5 hrs. of original radio programming per week; 0.5 hrs. of original TV programming per week; Internet

Distribution: 20 affiliates (18 Radio, 2 TV) Radio on IBB FMs in Iraq and Kuwait, SW and ArabSat

Radio: The English Division recently began regionalizing programming to the Middle East; Middle East Monitor (evening) delivers targeted news and information; International Edition contains world news. Also, current affairs programming which includes Press Conference, USA features interviews about critical issues; Encounter, panel discussion, and Issues in the News, correspondents' discussion.

TV: On the Line is an interview program dealing with current events.

Digital distribution: Includes articles, photos, video, audio, and other multimedia forms such as flash. Platforms include voanews.com, Facebook, Twitter, mobile and limited SMS. The English website has the largest audience of any of VOA's services.

Staff: Please see English to Asia

Budget: Please see English to Asia

Established: 1942 to present



Learning English

Language of Broadcast: English

Content:

Radio: 10 hours of original programming per week including multiple 10-minute newscasts; feature programming includes health, American life, science/technology and US history; Internet. Audio programs are also posted online with MP3s, podcasts and transcripts for reading and listening comprehension.

TV: Five 4-minute modules per week for English learning; subjects include development, education and agriculture.

New Media: Includes articles, photos, video, audio, and other multimedia forms. Platforms include websites, Facebook, Twitter, YouTube, a weekly newsletter, and a mobile site. "The Classroom" is an interactive e-learning site that includes live ESL teaching on Facebook, using VOA stories as the basis for teaching language and grammar.

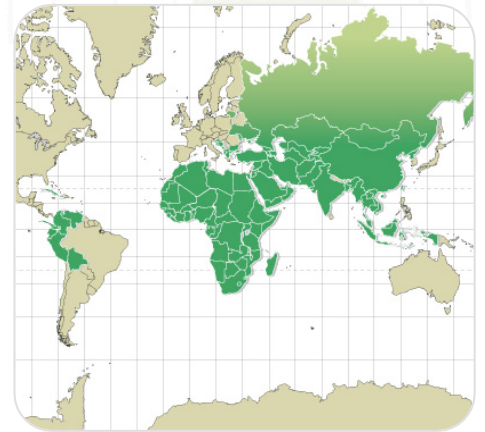
Partners: Companies in many countries use Special English materials to produce and sell as their own English-teaching products.

Distribution: Radio (27 affiliates; SW and MW); TV (on satellite to affiliates)

Staff: Please see English to Asia

Budget: Please see English to Asia

Established: 1942 to present



English Broadcasting

English Current Affairs

Language of Broadcast: English

Content: 6 hours of original radio programming per week; 0.5 hours of original TV programming per week; Internet

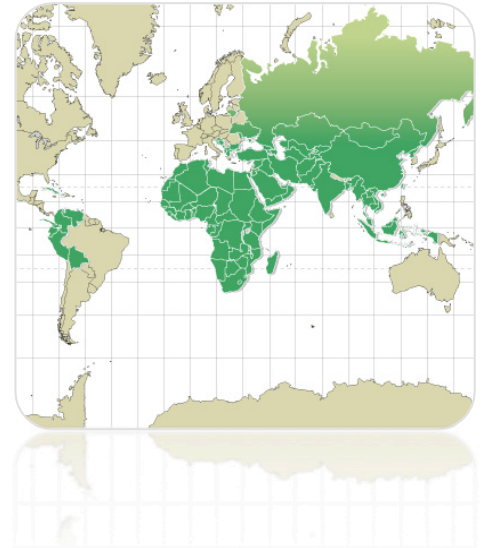
Distribution: Affiliates, satellite, and IBB SW

VOA's English Current Affairs Hub delivers news and analysis of critical international issues to worldwide audiences. Current Affairs helps fulfill the VOA Charter in presenting "responsible discussions and opinion" on the policies of the United States. In addition to news-driven discussion of world events, Current Affairs presents programs on American culture, ideas and institutions.

Radio: VOA's English Current Affairs Hub broadcasts six 30-minute programs each weekend. In addition to the radio simulcast of the TV program *On the Line*, there is the point-counterpoint debate program *Encounter*, the one-on-one newsmaker interview program *Press Conference, USA* and a round-table round-up and discussion of the week's news featuring noted Washington journalists, *Issues in the News*. *Science World* brings together original VOA reporting on science, technology, health and the environment. Topics in American life and culture are the focus of the radio magazine *American Café*.

TV: Current Affairs produces *On the Line*, a weekly 30-minute international affairs panel discussion program providing in-depth analysis and debate.

New Media: In addition to broadcasting, English Current Affairs delivers all of its video and audio programming via the Internet. Some radio programming is also produced in video format for webcasting. *Science World* also features a popular blog that engages the audience.



Audience Size & Weekly Reach

- Most of VOA's Worldwide English programming is consumed in Africa with Nigeria, Ghana, Tanzania, Kenya and Uganda rounding out the top five countries with largest audiences. Outside of Africa, the largest audiences are in Russia (1.2 million), China (1.1 million) and Qatar (0.7 million).

Web Analytics

Weekly Visitors 703,500+

Weekly Visits 999,900+

†Worldwide English totals.

Country	Population	Radio Audience Size	Radio Weekly Reach %	TV Audience Size	TV Weekly Reach %	USIB Internet Audience Size	USIB Internet Weekly Reach %
China	1,345,900,000	1,078,434	0.1	na	na	na	na
Ghana*	25,000,000	834,480	5.7	556,320	3.8	43,920	0.3
Indonesia	238,200,000	310,158	0.2	na	na	155,079	0.1
Nigeria*	162,300,000	3,609,240	4.0	1,443,696	1.6	270,693	0.3
Qatar	1,700,000	44,352	6.4	na	na	na	na
Russia	142,800,000	361,845	0.3	na	na	964,920	0.8

- Research consistently demonstrates that many people who say they know English as a second language actually have difficulty understanding normal radio or television broadcasts in the language, and are therefore good targets for VOA's Learning English programs. These programs are especially valuable for the millions of people around the world who want to learn American English. Large potential audiences are most likely found in South and East Asia, as well as parts of Africa.