

P R O F I L E



Language of Broadcast: English

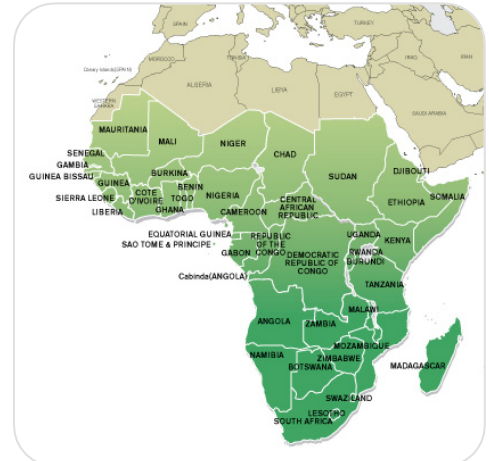
Content: 74.5 hrs. of original radio programming per week; 3.5 hrs. of original TV programming per week; Internet

Distribution: 110 affiliates (88 Radio, 22 TV); 6 IBB FM, 5 MW frequencies, and IBB SW

Radio: Produces 14 radio shows, for a total of 74.5 hours of original news and information programming each week targeted to Africa, including the new "South Sudan In Focus" funded by a State Department grant. "VOA Express" allows affiliates to take short pieces of radio content from the web, and soon "VOA Direct" will accommodate TV, text and picture content as well. It is also responsible in part for VOA's 24/7 Hourly English Newscast, used throughout the organization on radio and the Internet.

TV: Two Africa-targeted shows, totaling 3.5 hours of original programming per week, including *In Focus*, a 30-minute weekday news magazine show, and *Straight Talk Africa*, a weekly call-in program featuring prominent African guests.

New Media: Manages the VOAafrica.com webpage on VOAnews.com, dedicated to news, features and information from and about the continent of Africa. It regularly runs special interactive, multi-media coverage of elections, special health reporting and feature series. Launching four show-related Facebook pages, the service regularly posts video clips on YouTube, opens comment sections on stories that generate lively debate and maintains blogs on youth issues, African music, and sports. Web traffic has increased over 100% in the past year.



Staff: 14

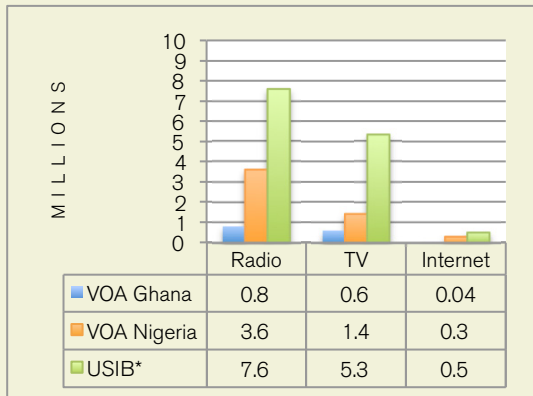
Budget: \$2,527,000

Established: 1942 to present

English to Africa

P E R F O R M A N C E D A T A (Using Data from Ghana, Oct '10 and Nigeria, Dec '10)

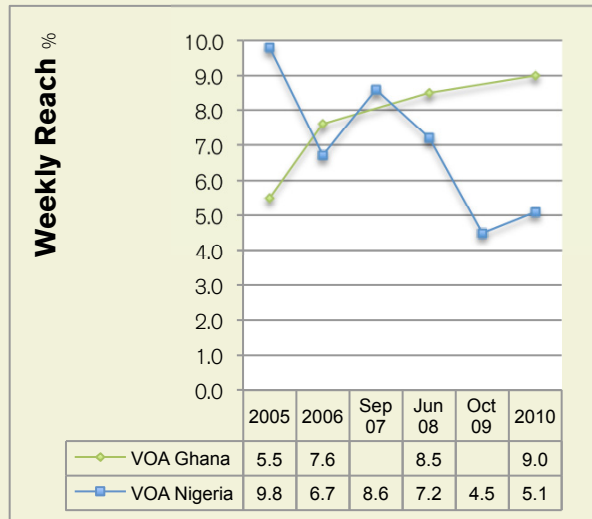
Audience Size



Weekly Reach (%) by Media

	VOA Ghana	VOA Nigeria
Radio	5.7	4.0
TV	3.8	1.6
Internet	0.3	0.3
Total	9.0	5.1

Weekly Reach %



Awareness (%)

	VOA Ghana	VOA Nigeria
	27	57

Credibility

	VOA Ghana	VOA Nigeria
Percentage of surveyed weekly audience that found broadcasts credible (%)		
Radio	99	92
TV	95	94

Understanding

	VOA Ghana Radio**	VOA Nigeria Radio**
Percentage of weekly audience whose understanding of topics increased "A Great Deal" or "Somewhat" (%)		
Current Events	96	83
U.S. Culture	91	75
U.S. Policies	86	68

Quality

	VOA
Combined Scores from audience panel	
Radio	3.3
TV	3.3

Data are from an October 2010 survey of adults (15+) in Ghana and a December 2010 survey of adults (15+) in Nigeria..

*USIB audience estimate is based on data from Burundi, Ethiopia, Ghana, Guinea, Kenya, Niger, Nigeria, Rwanda, Somalia (Mogadishu only), Tanzania, Uganda and Zambia, Zimbabwe.

**In Ghana, understanding ratings for VOA English to Africa TV are: 89% for Current Events; 85% for U.S. Culture; and 79% for U.S. Policies. In Nigeria, understanding ratings for VOA English to Africa TV are: 94% for Current Events; 86% for U.S. Culture; and 89% for U.S. Policies.

English to Africa Broadcasting

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

Total Population of Ghana 25 million and Nigeria 162.3 million

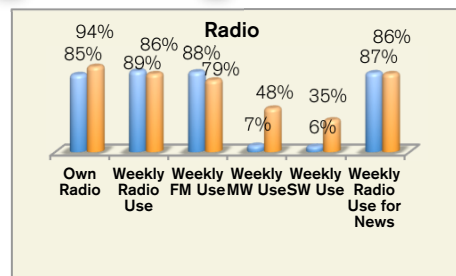
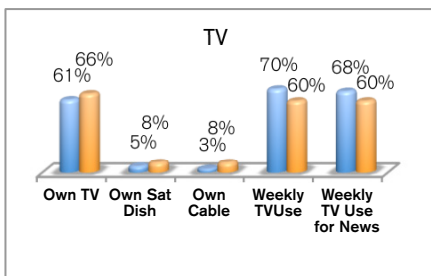
	VOA Ghana Sample	VOA Ghana Wkly. Aud.	VOA Nigeria Sample	VOA Nigeria Wkly. Aud.
Sex	%	%	%	%
Male	48	56	49	69
Female	52	44	51	31
Age				
15-24	32	30	28	34
25-34	28	27	28	34
35-44	16	14	18	18
45-54	11	16	14	9
55-64	7	8	9	3
65+	6	6	2	2

	VOA Ghana Sample	VOA Ghana Wkly. Aud.	VOA Nigeria Sample	VOA Nigeria Wkly. Aud.
Education	%	%	%	%
No Formal	14	4	41	13
Primary	20	16	21	13
Sec/Voc.	60	62	31	44
Coll./Univ.	6	17	8	27
Ethnicity/Nationality				
Twí	40	34	na	na
Ewe	14	18	na	na
Hausa	2	4	42	41
Yoruba	na	na	21	9
Other	44	44	37	50

	VOA Ghana Sample	VOA Ghana Wkly. Aud.	VOA Nigeria Sample	VOA Nigeria Wkly. Aud.
Residence	%	%	%	%
Urban	44	62	41	57
Semi-urban	na	na	10	12
Rural	56	38	49	31
Language Spoken At Home				
Twí	44	38	na	na
Ewe	12	14	na	na
Hausa	2	4	49	49
Yoruba	na	na	20	9
English	2	4	6	10
Other	40	40	25	32

M E D I A U S E ***

■ Ghana ■ Nigeria

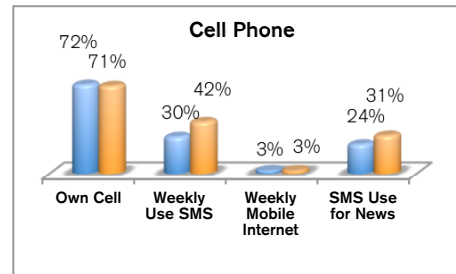
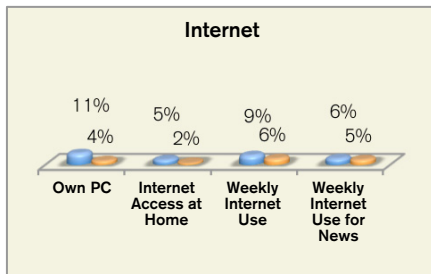


Ghana Top Ten Sources of News

1. Ghana TV
2. TV3
3. Peace FM 104.3
4. Metro TV
5. Radio Savannah
6. Adom FM 106.3
7. TV Africa
8. Fox FM 97.9
9. Viasat 1
10. Daily Graphic

Nigeria Top Ten Sources of News

1. NTA
2. BBC
3. VOA
4. DW Radio
5. FM Kano
6. Rima FM
7. Radio Sokoto
8. Radio Jigawa
9. AIT Lagos
10. Freedom FM



Web Analytics

Weekly Visitors 703,500+

Weekly Visits 999,990+

†Worldwide English totals.

C O N T E X T ***



Political Situation

- **Freedom House Political Freedom Index (2011): Ghana—FREE**
- **Economist Intelligence Unit Instability (2010): Ghana—HIGH RISK**
- Despite tensions between the ruling and opposition parties over corruption investigations, Ghana enjoyed relative political stability in 2011. The country's track record on human rights and good governance are held up as a model amidst its less stable West African neighbors. Political tensions may intensify as the December 2012 elections approach.

Media Environment

- **Freedom House Press Freedom Index (2011): Ghana—FREE; Nigeria—PARTLY FREE**
- **Reporters Without Borders Index (2011): Ghana—11.00 (41/179)**
- Ghana's media environment is considered one of the freest in Africa, with private newspapers, radio and TV stations competing freely with the state-sponsored Ghana Broadcasting Corporation.
- Radio remains the most accessible and widely used media platform, though a majority of Ghanaians also watch TV at least weekly for news and information.

***Refer to the Hausa page for media use and context information for Nigeria.