

P R O F I L E



Voice of America



Language of Broadcast: Pashto

Content: 3 hrs. of original TV programming per week; 42 hrs. of original radio programming per week; Internet. Radio Deewa airs 9 hours of live radio programming a week, 3 hours of repeat radio programs a day; 1 hour of TV per day; Internet.

Distribution:

TV Ashna: 1 affiliates (TV); 8 IBB FM, 1 IBB MW, and 2-3 SW frequencies

VOA Afghan's *TV Ashna* is carried throughout Afghanistan on state-owned RTA-6 evenings a week in Dari and Pashto. The Services' radio content is on FM in 5 Afghan cities 7 days a week; AM & SW throughout the region. On Fridays, RTA also airs *Karwan* a 30 minute program targeted at youth.

Radio Deewa: 1 IBB MW and 4 IBB SW frequencies

Deewa's *Newshour* radio broadcast is also carried live on AsiaSat 3 daily.

Staff: TV Ashna: 21; Radio Deewa: 7

Budget: TV Ashna: \$3,052,000; Radio Deewa: \$2,236,000

Est.: TV Ashna: 1982 to present; Radio Deewa: 2006 to present



Language of Broadcast: Pashto

Content: To Afghanistan, 42 hrs. of original radio programming per week.

Distribution: 4 affiliates (4 FM); 8 IBB FM, 1 MW, and 2-3 SW frequencies, Satellite

Radio Mashaal: 1 IBB MW, 3 IBB SW frequencies

Staff: RFE/RL Afghanistan: 26†; Radio Mashaal: 21

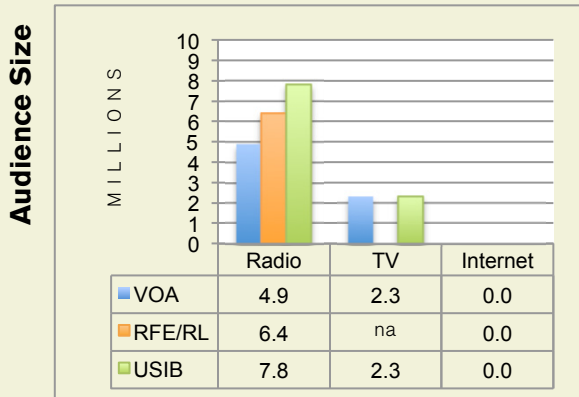
Budget: RFE/RL Afghanistan: \$5,030,000 million; Radio Mashaal: \$2,267,000

Established: 1985 to 1993; 2002 to present

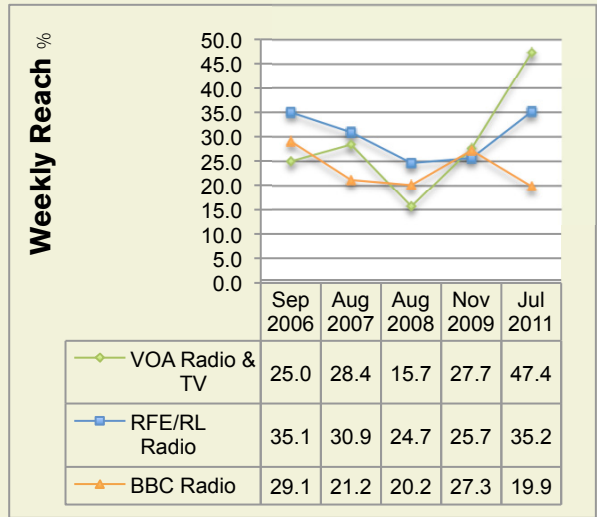


† Totals for Radio Free Afghanistan including both Dari and Pashto broadcasts.

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



Weekly Reach by Media (%)			
	VOA	RFE/RL	USIB
Radio	26.9	35.2	42.8
TV	12.7*	na	12.7*
Internet	0.0	0.0	0.0
Total	47.4	35.2	48.1



Awareness (%)	
VOA	RFE/RL
58	81

Pashto

Credibility	Percentage of surveyed weekly audience that finds broadcasts credible (%)	
	VOA	RFE/RL
	Radio	86
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
U.S. Culture (VOA) or Current Events in Afghanistan (RFE/RL)	75	86
U.S. Policies	67	na

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

*Viewing in "Pashto 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.

Pashto Broadcasting

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

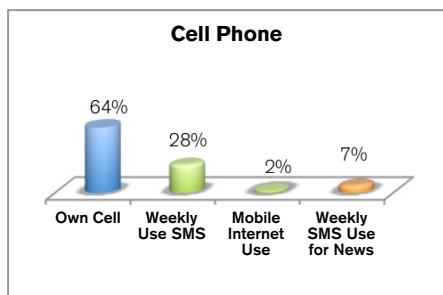
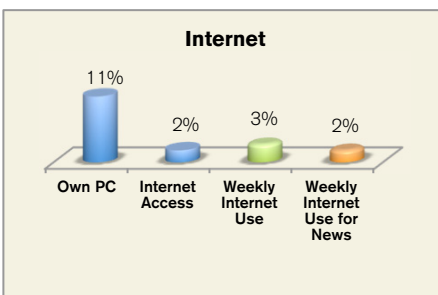
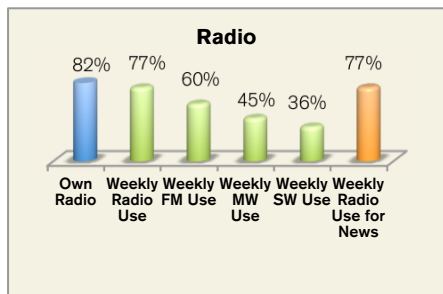
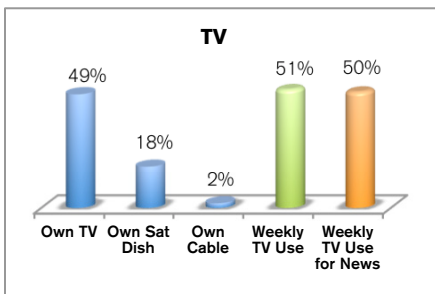
Total Population of Afghanistan: 32.4 million

	Sample	VOA Weekly Audience	RFE/RL Weekly Audience
Sex	%	%	%
Male	58	61	66
Female	42	39	34
Age			
15-24	31	33	35
25-34	23	22	22
35-44	22	21	20
45-54	15	15	14
55-64	7	7	7
65+	2	2	2

	Sample	VOA Weekly Audience	RFE/RL Weekly Audience
Education	%	%	%
Illiterate/None	61	54	56
Primary	18	20	18
Secondary	17	21	20
Higher	4	6	5
Ethnicity/Nationality			
Pashtun	42	55	74
Tajik	36	29	21
Uzbek	9	8	2
Other	14	9	4

	Sample	VOA Weekly Audience	RFE/RL Weekly Audience
Residence	%	%	%
Urban	78	71	81
Rural	22	29	19
Language			
Dari	48	39	25
Pashto	39	52	71
Uzbek	9	8	2
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 6,900

Weekly Visits 18,100

RFE/RL Weekly Visitors 9,500++

Weekly Visits 34,800++

++ Totals include Pashto to Afghanistan and Pakistan as well as Radio Mashaal and Radio Azadi.

C O N T E X T



Political Situation

- **Freedom House Political Freedom Index (2011): NOT FREE**
- **Economist Intelligence Unit Instability (2011): 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 at a high level. 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.
- Journalists 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.