



Broadcasting Board of Governors

PROFILE



**Language of Broadcast:** Avar, Chechen, Circassian

**Content:** 7 hrs. of original and 7 hrs. of repeat radio programming per week; Internet

**Distribution:** 2 IBB SW frequencies

**New Media:** The service has 2 basic web pages (Avar & Circassian) and a full website (Chechen), which provide information on SW frequencies as well as contain audio links.

**Staff:** 10

**Budget:** \$1,203,000

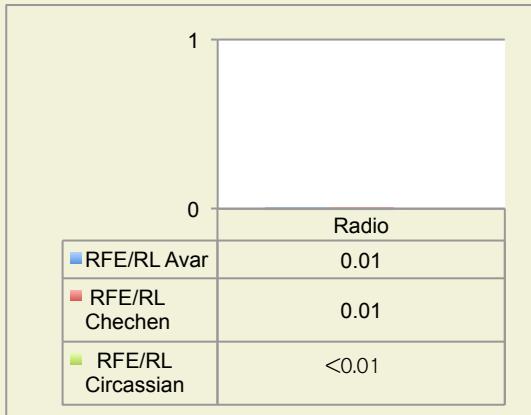
**Established:** Avar: 1951 to 1970's; 2002 to present; Chechen: 1953 to 1970; 2002 to present; Circassian: 2002 to present



Russian North Caucasus

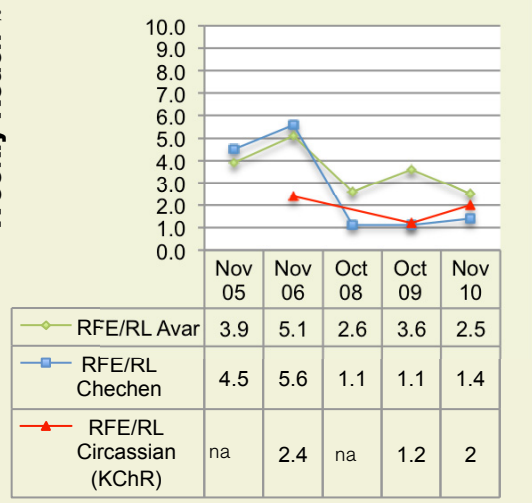
PERFORMANCE DATA \*

Audience Size



Weekly Reach by Media (%)			
	RFE/RL Avar	RFE/RL Chechen	RFE/RL Circassian
Radio	2.5	1.4	2.0
TV	na	na	na
Internet	na	na	na
Total	2.5	1.4	2.0

Weekly Reach %



Awareness (%)		
RFE/RL Avar	RFE/RL Chechen	RFE/RL Circassian
17	22	24

Credibility

Percentage of surveyed weekly audience that found broadcasts credible (%)**			
	RFE/RL Avar	RFE/RL Chechen	RFE/RL Circassian
Radio	na	na	na
TV	na	na	na

Quality

Combined Scores from audience panel			
	RFE/RL Avar	RFE/RL Chechen	RFE/RL Circassian
Radio	2.6	2.6	2.6
TV	na	na	na

Understanding

Percentage of weekly audience whose understanding of topics increased "A Great Deal" or "Somewhat" (%)**			
	RFE/RL Avar	RFE/RL Chechen	RFE/RL Circassian
Current Events	na	na	na
Current Events in Russia	na	na	na
U.S. Policies	na	na	na

\*Number reflects quality score for all three languages in the Russian North Caucasus service.

Data are from November 2010 surveys of adults (15+) in Adygea, Chechnya, Dagesta and Karachaevo-Cherkessia. The Chechnya survey is representative of the total adult population. The other surveys are representative of ethnic Adygs, ethnic Avars and ethnic Circassians in their respective republics.

\*The Russia North Caucasus Languages service (NCLS) targets the republics of Chechnya (population: 0.3m), Dagestan (1.8m), Karachaevo-Cherkessia (0.3m), Kabardino-Balkaria (0.7m) and Adygea (0.4m). Audience rates presented here are for Avar in Dagestan, Chechen in Chechnya and Circassian in Karachaevo-Cherkessia/Kabardino-Balkaria. An October 2009 survey indicated a 0.0% total media weekly reach rate for RFE/RL NCLS in Kabardino-Balkaria.

\*\*Samples of weekly Avar, Chechen and Circassian weekly listeners are too small for meaningful analysis.

# Russia North Caucasus Broadcasting

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

Total Population of Russia North Caucasus: See note\*

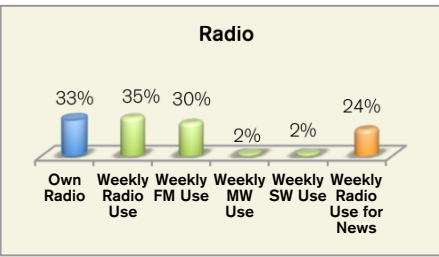
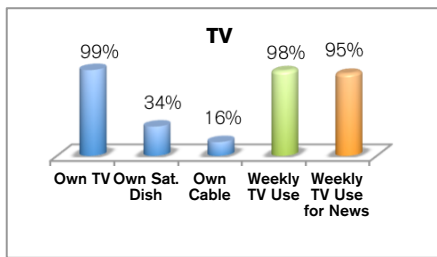
	Comb. Sam.	Avar Wk. Rch.	Chech. Wk. Rch.	Circ. Wk. Rch.
<b>Sex</b>	%	%	%	%
<b>Male</b>	48	na	na	na
<b>Female</b>	52	na	na	na
<b>Age</b>				
<b>15-24</b>	27	na	na	na
<b>25-34</b>	23	na	na	na
<b>35-44</b>	18	na	na	na
<b>45-54</b>	19	na	na	na
<b>55-64</b>	9	na	na	na
<b>65+</b>	4	na	na	na

	Comb. Sam.	Avar Wk. Rch.	Chech. Wk. Rch.	Circ. Wk. Rch.
<b>Education</b>	%	%	%	%
<b>None/Primary</b>	6	na	na	na
<b>Secondary</b>	34	na	na	na
<b>Technical</b>	23	na	na	na
<b>Higher</b>	37	na	na	na
<b>Ethnicity/Nationality</b>				
<b>Avar</b>	39	na	na	na
<b>Chechen</b>	6	na	na	na
<b>Kabardin</b>	53	na	na	na
<b>Adyg</b>	3	na	na	na

	Comb. Sam.	Avar Wk. Rch.	Chech. Wk. Rch.	Circ. Wk. Rch.
<b>Residence</b>	%	%	%	%
<b>Urban</b>	39	na	na	na
<b>Rural</b>	61	na	na	na
<b>Language Spoken At Home</b>				
<b>Avar</b>	32	na	na	na
<b>Chechen</b>	49	na	na	na
<b>Circassian</b>	7	na	na	na
<b>Russian</b>	13	na	na	na

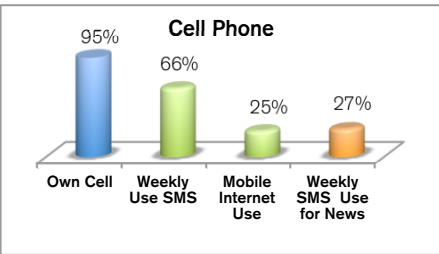
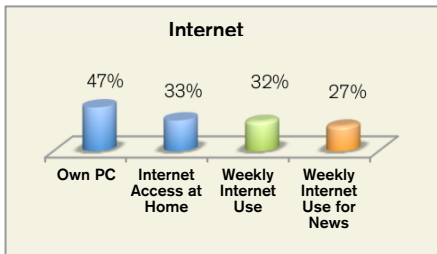
## M E D I A U S E

(Using combined sample from Chechnya, Dagestan and Kabardino-Balkaria/Karachaevo-Cherkessia, Oct '09)



### Chechnya Top Ten Media Outlets

1. ORT-1
2. RTR-Rossiya
3. NTV
4. GTRK Grozny
5. ChGTRK Vainakh
6. REN-TV
7. STS
8. Put'
9. Kultura
10. Radio Grozny



### Web Analytics

<b>Weekly Visitors</b>	40
<b>Weekly Visits</b>	90

## C O N T E X T



### Political Situation

- **Freedom House Political Freedom Index (2011): Russia–NOT FREE (Russia)**
- **Economist Intelligence Unit Instability (2010): Russia–HIGH RISK (Russia)**
- Currently, the North Caucasus is Russia's most difficult region in terms of political stability, human rights, and civil freedoms. Although the political context differs for each of the republics, the entire region is characterized by the ongoing fighting between Russian state troops and the insurgents, as well as among different insurgent leaders and groups.
- The fighting is accompanied by mass murders masked as counter-terrorism activities; hundreds of people, especially younger males, have disappeared since the second Caucasus war. Widespread corruption and arbitrary appointments of officials by Kadyrov and other NC leaders introduce the extreme level of lawlessness.

### Media Environment

- **Freedom House Press Freedom Index (2011): Russia–NOT FREE (Russia)**
- **Reporters Without Borders Index: 66.00 (142/179) (Russia)**
- The media environment in the North Caucasus is highly repressive even compared to the rest of Russia, and many respondents find local reporting insufficient, while recognizing that it is dangerous to engage in honest journalism. As the insurgency accelerates, there may be increased demand for an alternative voice among Avars, Chechens, and Circassians in the North Caucasus.
- Ramzan Kadyrov, president of Chechnya, is unusually repressive even by the standards of the Russian Federation. He was independently named by Reporters without Borders, along with Vladimir Putin, as one of the world's worst "predators of the press." The murders of two prominent critics of the Chechen regime, Anna Politkovskaya in 2006 and Natalya Estemirova, remain unsolved, and Estemirova's murder provoked the closure of the Chechen office of the human rights group Memorial. Kadyrov has fostered a personality cult, posting his photo everywhere and starting petting newspapers using subsidies from the Russian government. According to Reporters without Borders, Chechen media "toe the line," leaving few independent sources within the republic.
- New technology is transforming the media environment in the North Caucasus; the Internet, satellite TV, and mobile phones enabled to serve as media platforms (until recently quite rare) have increased several-fold in the past few years and now compete with or eclipse traditional media platforms like radio and newspapers.