

P R O F I L E



**Language of Broadcast:** Somali

**Content:** 17.5 hrs. of original and 7 hrs. of repeat radio programming per week; Internet

**Distribution:** 7 affiliates (7 FM), IBB: 1 MW, 2 FM and 2-3 IBB SW frequencies

**Radio:** The Somali Service is distributed: on shortwave; on VOA FMs in Hargeisa and Djibouti, which broadcast all Somali Service shows, originals and repeats, and on 5 private FM affiliates; via Arabsat, the leading satellite services provider in the Arab world.

**New Media:** The Service's website streams its broadcasts live and is particularly popular with the Somali diaspora community. Somali also has a mobile site, a Facebook page, and a Twitter account. Last year the Service launched a twice per day SMS campaign in Somaliland (North West Somalia) and in Puntland (North East Somalia) reaching an audience of 290,000 twice every day. Also, the Service has a dial-up program that is facilitated by a company called AudioNow through which listeners access VOA Somali Service programs through their telephones.

**Staff:** 4



**Budget:** \$1,269,000

**Established:** 1992 to 1994; 2007 to present

P E R F O R M A N C E D A T A (Using Data from Mogadishu, March 2010)

Audience Size\*

MILLIONS

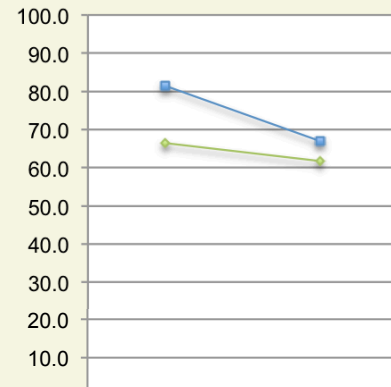
\*Due to the lack of reliable population data for Mogadishu it is not possible to project an audience estimate for the VOA Somali service, even in that city. Percentage reach is based on unweighted sample data.

	Radio	Internet
VOA		

Weekly Reach by Media (%)

VOA	
Radio	61.7
TV	na
Internet	10.6
Total	63.6

Weekly Reach %



Awareness (%)

VOA	
	89

Somali

Credibility

Percentage of surveyed weekly audience that finds broadcasts credible (%)

VOA	
Radio	89
TV	na

Understanding

Percentage of weekly audience whose understanding of topics increased "A Great Deal" or "Somewhat" (%)

VOA	
Current Events	94
U.S. Culture	58
U.S. Policies	44

Quality

Combined Scores from audience panel

VOA	
Radio	3.4
TV	na

Data are from a March 2010 survey of adults (18+) in Mogadishu only.

# Somali Broadcasting

Total Population of Somalia: 9.9 million

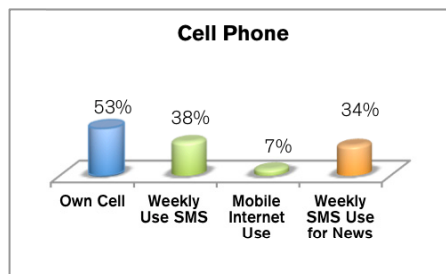
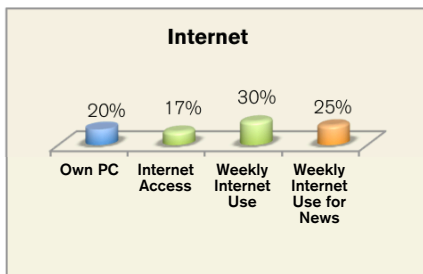
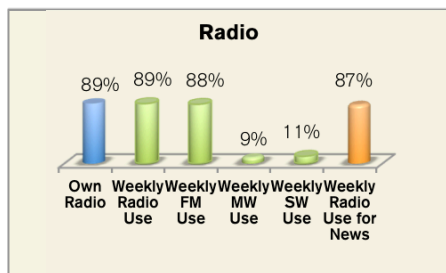
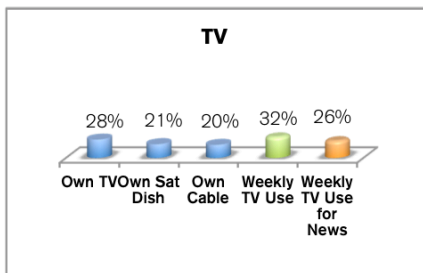
## A U D I E N C E C O M P O S I T I O N

	Sample	VOA Weekly Audience
<b>Sex</b>	%	%
Male	64	65
Female	36	35
<b>Age</b>		
15-24	27	27
25-34	37	47
35-44	16	18
45-54	5	6
55-64	2	2
65+	<1	<1

	Sample	VOA Weekly Audience
<b>Education</b>	%	%
None	27	29
Primary	23	22
Secondary	25	29
Higher	12	14
<b>Ethnicity/Nationality</b>		
Somali	98	99
Other	2	1

	Sample	VOA Weekly Audience
<b>Residence</b>	%	%
Urban	100	100
Rural	na	na
<b>Language</b>		
Somali	98	99
Arabic	2	1

## M E D I A U S E



### Top Ten Media Outlets

1. Horn Afrik
2. Capital Voice
3. BBC Somali
4. VOA Somali
5. Radio Shabelle
6. Radio Mogadishu
7. Simba
8. IQK
9. GBC
10. Furqan

### Top Ten Sources of News

1. Horn Afrik
2. Shabelle
3. Universal TV
4. Al Jazeera
5. Capital Voice
6. Shabelle TV
7. VOA
8. CNN
9. IQK
10. BBC

### Web Analytics

Weekly Visitors	41,600
Weekly Visits	118,000

## C O N T E X T



### Political Situation

- **Freedom House Political Freedom Index (2011): NOT FREE**
- **Economist Intelligence Unit Instability (2010): NA**
- In 2011, the embattled Transitional Federal Government (TFG) received significant African Union troop support to fight the Islamist insurgent group Al-Shabaab. The coordinated campaign let to success in recapturing all of Mogadishu. Al Shabaab lost much territory, as it had to engage in fighting multiple fronts after Kenyan troops entered Somalia in October 2011 in an attempt to stop kidnappings along the border.
- Elections had been planned for the summer of 2011, but they have been postponed until 2012. The TFG hopes to increase control of a larger area of the country by then.
- The 2011 drought and ensuing famine paired with the continuing instability led to large scale internal migration as well as the flight of tens of thousands of Somalis to Kenyan refugee camps.
- With little rule of law, piracy and terrorism continue to flourish throughout the country.
- Two regions, Somaliland and Puntland, have declared autonomous rule and essentially operate as independent states.

### Media Environment

- **Freedom House Press Freedom Index (2011): NOT FREE**
- **Reporters Without Borders Index (2011): 88.33 (164/179)**
- Not surprisingly, Somalia's media environment has been devastated by the country's political and economic vacuum. There are few formally trained journalists, little and low-quality equipment, and insufficient financial resources. The few private radio and TV stations are often closely linked to political factions and subject to political pressure.
- Journalists face incredible risks, with at least 19 journalists having lost their lives and countless others facing harassment and detainment by the various political factions.
- The administrations of Somaliland and Puntland have imposed very tight media controls and censorship. The Islamist insurgent groups have also begun challenging the media: Hizbul Islam threatened violence against broadcasters who played music on air, and Al-Shabaab imposed a ban of its own, threatening reprisal against any station airing BBC or VOA programming. The degree of media freedom differs considerably throughout Somalia. While journalists enjoy a relative amount of freedom in Somaliland, official pressure on the media has increased in Puntland, and in south/central Somalia journalists remain under extreme threat from Islamic elements.
- In the absence of rule of law or critical infrastructure, research of any kind is extremely challenging. There are no reliable estimates of population distribution on which to base national survey samples, and many areas are inaccessible. Even within Mogadishu, active fighting prevents researchers from moving freely. Local interviewers trained and coordinated through research centers in Nairobi, Kenya are able to collect reasonably representative data and conduct in-depth interviews and other qualitative studies, but research of any kind is risky and expensive.