



Broadcasting  
Board of  
Governors

P R O F I L E



RadioFreeEurope  
Radioliberty



**Language of Broadcast:** Tatar-Bashkir

**Content:** 8 hrs. of original and 20 hrs. of repeat radio programming per week; Internet

**Distribution:** 1 to 2 IBB SW frequencies

RFE/RL's delivery includes multiple SW frequencies, HotBird, AsiaSat plus 1 FM affiliate in Crimea (Ukraine) in addition to interactive multimedia Internet with streaming audio (Cyrillic site with Latin page). Web content is republished in a weekly local newspaper.

**New Media:** Internet has become Azatliq's main platform and the Service has responded to the shift by dedicating more and better resources to their interactive multimedia site. Active on multiple social networking sites including Facebook, vKontakte and Twitter, the service also has an Android). The service also has a mobile site.

**Staff:** 6

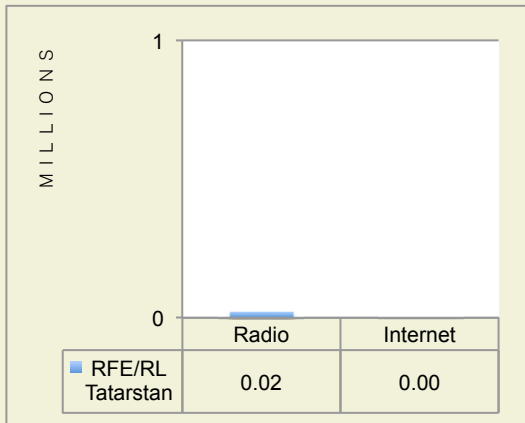
**Budget:** \$979,000

**Established:** 1953 to present



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

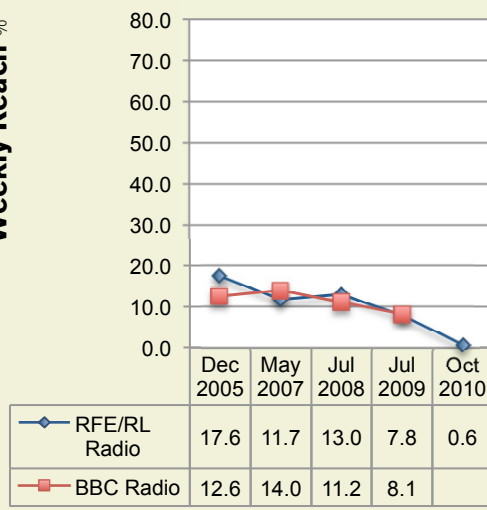
Audience Size



Weekly Reach by Media (%)

Tatarstan	
Radio	0.6
TV	na
Internet	0.0
Total	0.6

Weekly Reach %



Awareness (%)

RFE/RL	30
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Credibility

Percentage of surveyed weekly audience that found broadcasts credible (%)\*

	Tatarstan	Bashkortostan
Radio	na	na
TV	na	na

Understanding

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

	Tatarstan	Bashkortostan
Current Events in Country	na	na
U.S. Culture	na	na
U.S. Policies	na	na

Quality

Combined Scores from audience panel\*

	RFE/RL
Radio	3.2
TV	na

\*Samples of RFE/RL weekly listeners are too small for meaningful analysis.

Data are from a October 2010 survey of adults (15+) in Tatarstan

# Tatar-Bashkir Broadcasting

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

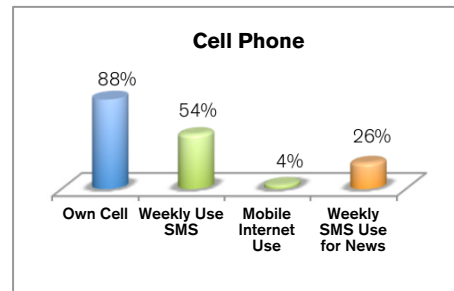
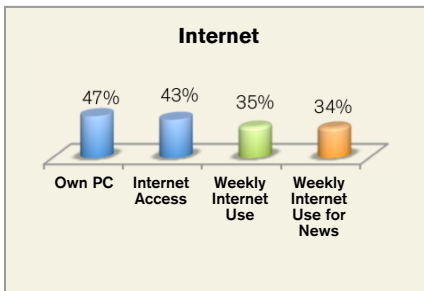
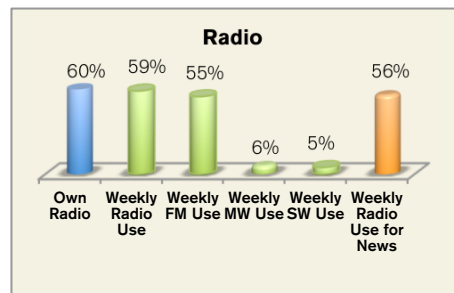
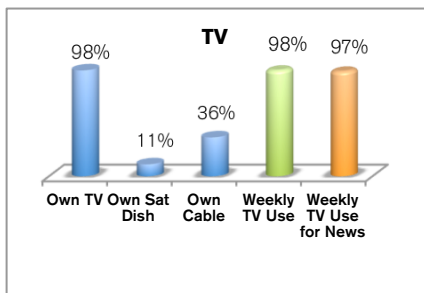
Total Population of Tatarstan: 3.7 M , Bashkortostan 4.1M

	Sample	RFE/RL Weekly Audience*
<b>Sex</b>	%	%
<b>Male</b>	44	na
<b>Female</b>	56	na
<b>Age</b>		
<b>15-24</b>	17	na
<b>25-34</b>	19	na
<b>35-44</b>	15	na
<b>45-54</b>	17	na
<b>55-64</b>	14	na
<b>65+</b>	18	na

	Sample	RFE/RL Weekly Audience*
<b>Education</b>	%	%
<b>None/Primary</b>	7	na
<b>Secondary/Vocational</b>	41	na
<b>Spec. Tech/ Inc. Higher</b>	28	na
<b>Coll./Univ.</b>	24	na
<b>Ethnicity/Nationality</b>		
<b>Tatar</b>	53	na
<b>Russian</b>	39	na
<b>Other</b>	7	na

	Sample	RFE/RL Weekly Audience*
<b>Residence</b>	%	%
<b>Urban</b>	76	na
<b>Rural</b>	24	na
<b>Language</b>		
<b>Tatar</b>	34	na
<b>Russian</b>	64	na
<b>Other</b>	2	na

## M E D I A U S E \*\*



### Top Ten Media Outlets

1. ORT
2. RTR
3. TNV (Novyi Vek)
4. NTV
5. EFIR
6. STS
7. TNT
8. GTRK Tatarstan
9. Radio Novyi Vek
10. REN-TV

### Top Ten Sources of News

1. ORT
2. RTR
3. NTV
4. TNV (Novyi Vek)
5. EFIR
6. www.yandex.ru
7. www.mail.ru
8. GTRK Tatarstan
9. Argumenty i Fakty
10. Russkoe Radio

### Web Analytics

<b>Weekly Visitors</b>	2,400
<b>Weekly Visits</b>	8,300

## C O N T E X T



### Political Situation

- **Freedom House Political Freedom Index (2011): NOT FREE (Russia)**
- **Economist Intelligence Unit Instability (2010): HIGH RISK (Russia)**
- As Moscow aspires to gain uncontested control across Russia, Tatarstan's future outlook is worsening. By President Medvedev's decree, Tatarstan has already lost its independent government and the republic's president. More is expected—there is some speculation that after the 2012 presidential elections, Tatarstan might have to merge with neighboring Ulyanovsk and Kirov oblast to form the Kazan Kray. This process of "amalgamation" is likely to increase the republic's financial dependence on the Russian federal budget and to provide the Russian government with greater control over all Tatarstani institutions, including media outlets.

### Media Environment

- **Freedom House Press Freedom Index (2011): NOT FREE (175/196) (Russia)**
- **Reporters Without Borders Index (2011): 66.00 (142/179) (Russia)**
- Currently, advertising and price wars in the media market and pervasive self-censorship of journalists and editors make it difficult for independent media sources to succeed. Any movement toward amalgamation is likely to aggravate those hardships and force most independent outlets to leave the market.
- Internet use experienced an impressive increase in 2010, mostly among the general population, although Tatar speakers are also going online for news and information slightly more often than in the previous year. Thirty-five percent of the general population and 29 percent of Tatar speakers report going online weekly to follow current events, a 10 percentage point and 2 percentage point increase compared to 2009, respectively. The list of top informational sources further underscores the growing importance of the internet: Both the general population and Tatar speakers name two websites—yandex.ru and mail.ru—among their three-most important sources of news.