



Broadcasting Board of Governors

Voice of America

Radio Free Europe/Radio Liberty

Radio and TV Marti

Radio Free Asia

Radio Sawa

Alhurra Television

International Broadcasting Bureau

2004



Annual Report

“If the United States does not act aggressively to define itself in the Islamic world, the extremists will gladly do the job for us.”

– The 9/11 Commission Report



ON THE COVER: Left: Setareh Derakhshesh, lead anchor for VOA Persian's *News and Views*; Right: Dalia Ahmed, anchor for Alhurra Television: THIS PAGE: Outskirts of Kabul, Afghanistan

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Kenneth Y. Tomlinson

To the President of the United States and the Congress of the United States:

The Broadcasting Board of Governors (BBG) respectfully submits its ninth annual report summarizing the activities of nonmilitary U.S. international broadcasting: the Voice of America, Middle East Broadcasting Networks, Radio Free Europe/Radio Liberty, Radio Free Asia, the Office of Cuba Broadcasting, and the International Broadcasting Bureau. The report is required by Section 305(a) of Public Law 103-236, the U.S. International Broadcasting Act of 1994. The BBG assumed sole supervision of U.S. international broadcasting in accordance with the 1998 Foreign Affairs Reform and Restructuring Act (P.L. 105-277).

With the support of the White House and the Congress, in 2004 the BBG implemented a number of ambitious initiatives in support of the War on Terrorism, and the 9/11 Commission Report recognized the great potential for our initiatives in television and radio broadcasting to the Arab world, Iran, and Afghanistan.

■ Two 24/7 TV channels, Alhurra and Alhurra-Iraq, were established to broadcast news, information, opinion, and debate and discussion to Arabic-speaking audiences across the Middle East. The two channels complement the progress that Radio Sawa has made in building a significant audience for U.S. international broadcasting in the Arab world.

■ VOA Persian built on the success of its television efforts and boosted its radio listenership. Radio Farda, the joint RFE/RL-VOA 24/7 radio service, continues to serve Iranians.

■ VOA launched a new 12-hour-a-day Urdu-language radio service to listeners in South Asia, providing Pakistanis and other Urdu speakers in India and the region with news, information, roundtable discussions, interviews, features, and music.

■ RFE/RL's Radio Free Afghanistan and VOA Dari and Pashto continue to provide a vital 24/7 radio lifeline for audiences in need of up-to-date accurate news and information, in-depth analysis, and call-in programs for Afghans.

■ VOA Indonesian enhanced its impact on radio and television in the world's most populous Muslim nation.

U.S. international broadcasting is the most direct and effective tool in spreading the fruits of freedom and democracy. The war of ideas is fought by communicating our values and ideals and by providing accurate news and information and fostering intellectual debate worldwide.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'K. Tomlinson', written over a faint circular stamp or watermark.

Kenneth Y. Tomlinson
Chairman, Broadcasting Board of Governors



“The United States must do more to communicate its message . . . Recognizing that Arab and Muslim audiences rely on satellite television and radio, the government has begun some promising initiatives in television and radio broadcasting to the Arab world, Iran, and Afghanistan. These efforts are beginning to reach large audiences.”

—The 9/11 Commission Report

Overview

The Broadcasting Board of Governors (BBG), through its broadcast services, promotes and sustains freedom and democracy by broadcasting accurate and objective news and information about the United States and the world to audiences overseas and by using the truth to stimulate intellectual debates in regions where free expression is denied.

Now, as an integral part of the Global War on Terrorism, the BBG's mission is even more critical to the United States' foreign policy and national security. The importance of this mission is reflected in the 9/11 Commission Report mandate:

"Just as we did in the Cold War, we need to defend our ideals abroad vigorously. America does stand for its values.... If the United States does not act aggressively to define itself in the Islamic world, the extremists will gladly do the job for us."

The BBG provides the United States and its leaders direct and immediate access to a worldwide audience of over 140 million people. BBG broadcasts reach this audience in 56 languages via radio, television, and Internet. Broadcasting directly to people is a critically important way for the United States to showcase its ideals abroad

and counter misrepresentations of America and its policies. It is especially important in making an enduring connection with young people who might otherwise become the next generation of terrorists. International broadcasting is one of the U.S. government's most effective—and cost-effective—weapons in this battle.

The BBG recognizes the need to move beyond the Arabic-speaking Muslim world and reach the larger non-Arabic-speaking Muslim world. We also continue to demonstrate our ability to deliver results and increase program impact through the prudent management of available resources and the use of modern communication tools and techniques, such as direct-to-home satellite television and the Internet.

All BBG broadcast entities, including the grantees, adhere to the journalistic standards and principles mandated by the International Broadcasting Act of 1994. BBG broadcasts include reliable, accurate, objective, and comprehensive news; balanced and comprehensive presentations of American thought, institutions, and policies,



Alhurra TV coverage of the confirmation hearings for Secretary Rice.

"I am certainly a major proponent of broadcasting, having come out of the Cold War experience with Radio Free Europe and Voice of America and Radio Liberty and the difference that they made. Again, I believe that the key for us is to tell the truth."

— Secretary of State Condoleezza Rice

including discussion about those policies; and information about developments throughout the world and a variety of opinions from around the world. The BBG serves as a firewall to protect the reporting independence of the news staffs of its broadcast entities. The bipartisan, presidentially appointed board consists of four Democrats and four Republicans with the Secretary of State serving *ex officio*.





Voice of America

The Voice of America (VOA), chartered by Congress to be a comprehensive and authoritative source of U.S. and international news and information to audiences worldwide, broadcasts more than 1,000 hours in 44 languages on radio and nearly 50 hours in 23 languages on television to a weekly audience of more than 100 million. VOA has aggres-



sively expanded in television this past year—especially since the merger with Worldnet

in May 2004—and all VOA language services now maintain a web site at VOANews.com to reach the growing number of people who go online for news and information.

VOA's coverage of the war on terrorism required a global effort, involving reporters from 15 foreign and four domestic bureaus as well as a worldwide network of stringers. While the transition to democracy in Iraq and the global war on terrorism dominated the news for its journalists during 2004, VOA maintained its role as a leading international multimedia broadcaster by making innovative improvements in its programs to strategically important countries such as Afghanistan, Iraq, Iran, Pakistan, Russia, India, Indonesia, China, and in Latin America.

Highlights:

■ VOA launched new TV initiatives in Hindi, Uzbek, Croatian, Bosnian, Macedonian, Azerbaijani, Armenian, Spanish and Cantonese, and increased TV programming in Mandarin, Indonesian, Serbian, Albanian,

English to India, English to Cambodia, and Special English to Vietnam.

■ VOA launched *Radio Aap Ki Duniya* (Your World), a dynamic 12-hour-a-day Urdu-language broadcast aimed at young Pakistanis and Urdu speakers in India and elsewhere in South Asia.

■ Broadcasting under the name *Radio Ashna* (Friend), VOA revamped its 12-hour Dari and Pashto radio stream to Afghanistan, creating a more contemporary format.

■ VOA Persian launched a newly reformatted *Next Chapter*, a weekly youth-oriented TV magazine show that focuses on original news stories and cultural issues of interest to young Iranians.

■ Through its new Indian affiliate Aaj Tak, VOA Hindi dramatically increased its reach to audiences in India.

■ VOA Indonesian doubled its programming on radio and TV, increasing its weekly audience to more than 10 million.

■ VOA Mandarin doubled its TV broadcasts to 14 hours a week, increased its daily email newsletter mailing list to 2.4 million Chinese, and placed its own Mandarin-speaking correspondent in Beijing.



Employees: 1,163
FY 2004 Budget: \$152.2 million
Weekly Hours Broadcast: 1,137.55
Languages: 44

*VOA Director
David Jackson*

■ VOA's Zimbabwe Project expanded its English, Shona, and Ndebele broadcasts. Seven percent of the adult population stated that they listened in spite of severe government repression and criticism of VOA's broadcasts.

■ VOA's Russian Service increased its call-in show from one to five days a week and launched a daily TV news brief for affiliates.

■ VOA's Ukrainian Service launched a daily interactive satellite link with Ukraine's only major independent TV network, Kanal 5. During the election crisis, VOA's live TV hook-ups with Kanal 5 were viewed by large crowds on an outdoor screen on Kyiv's Independence Square.

A panel discussion on Venezuela's referendum. The event in February 2004, which ran live on radio and TV in Venezuela, was part of VOA's continuing Newsmakers series on important topics of the day.





Radio Free Europe/Radio Liberty

Radio Free Europe/Radio Liberty (RFE/RL) broadcasts to Eastern and Southeastern Europe, Russia, the Caucasus, and Central and Southwestern Asia.

RFE/RL broadcasts more than 1,000 hours of programming a week from its operations center in Prague, Czech Republic, and 23 bureaus in its broadcast region. Its corporate headquarters are located in Washington, D.C.

RFE/RL transmits its programs by shortwave, AM, FM, UKV, and satellite. Increasingly important are RFE/RL's Internet web sites and its email distribution services that provide people around the world with news.



RadioFreeEurope
RadioLiberty

Highlights:

■ In February, RFE/RL and Voice of America agreed on a schedule for their joint 24/7 broadcast stream to Afghanistan, with each entity on the air for 12 uninterrupted hours.

■ On August 3, U.S. Ambassador to Afghanistan Zalmay Khalilzad visited the Kabul bureau of RFE/RL's Afghan Service for a half-hour interview in both Pashto and Dari.

■ Radio Free Iraq and Radio Farda broadcast spellbinding eyewitness reports in August of the fierce fighting in the Iraqi city of Najaf.

■ The Russian Service devoted extra hours of original programming to bring listeners up to date on information and news from Beslan, where

gunmen occupied a school on September 1, taking hundreds of hostages, most of them children.

■ Russian Service correspondent Andrei Babitsky was detained by police at Vnukovo Airport in Moscow, where he was attempting to fly to southern Russia to cover the ongoing hostage standoff in Beslan. He was later convicted of "minor hooliganism" and even put in jail for a time before being released upon the payment of a fine.

■ On February 17, after only a week's notice, the Ukrainian Service's FM affiliate of five years, Radio Dovira, abruptly ceased rebroadcasting the Service's programs, under pressure from the Kuchma government. Despite the setback, the Ukrainian Service provided extensive coverage of the "Orange Revolution" as events unfolded during the Ukrainian presidential election. RFE/RL is now actively seeking new FM affiliates in Kyiv and around the country.



Employees: 511
FY 2004 Budget: \$72.5 million
Weekly Hours Broadcast: 1,031.10
Languages: 28

*RFE/RL President
Thomas Dine*

■ On July 30, three suicide bombers staged coordinated attacks near the U.S. and Israeli embassies and inside the lobby of the Uzbek Prosecutor General's office in Tashkent. RFE/RL's Uzbek Service was among the first media outlets to report on the bombings.

■ Two Turkmen Service correspondents were arrested and jailed as part of a campaign of harassment carried out against RFE/RL by the Turkmen National Security Ministry.

■ On the morning of February 7, the Kazakh Service launched its first Russian-language program, a 24-minute weekly wrap-up of the main news events in Kazakhstan.



Uzbek demonstrators support RFE/RL in Tashkent in May against attacks by Uzbek State TV. The poster says in Russian, "We are defending Radio Ozodlik, the pillar of democracy."



Radio Free Asia

Radio Free Asia (RFA) broadcasts daily in nine languages to listeners in Asia whose governments restrict freedom of information and expression. RFA broadcasts accurate and timely news and information, along with a range of voices and opinions from within Asia, showing by example what freedom of expression really means.

RFA focuses primarily on events occurring in its target countries.



Through shortwave transmission and the Internet, RFA broadcasts in Mandarin, Cantonese, Uyghur, three dialects of Tibetan, Burmese, Vietnamese, Korean, Lao, and Khmer.

All broadcasts originate from RFA's Washington, D.C., headquarters. RFA also has offices in Hong Kong, Taipei, Phnom Penh, Dharamsala, Bangkok, Seoul, and Ankara. News reports and call-in programs allow listeners to express views and exchange ideas.

RFA follows the strictest journalistic standards of objectivity, integrity, and balance. Informing East Asian listeners from all social strata and maintaining credibility among them are RFA's top priorities.

Highlights:

■ RFA re-launched www.rfa.org with substantially expanded editorial and multimedia content, drawing in millions of visitors and raising RFA's already significant profile in the international media.

■ RFA's Mandarin Service broke new ground with its extensive coverage of China's deadly coal mines. RFA

Mandarin also aired exclusive reports on the growing ranks of "petitioners" in China—ordinary people seeking redress for alleged abuses of official power.

■ RFA's Khmer Service made news worldwide by reporting on the plight of Montagnard refugees stranded in the Cambodian jungle.

■ RFA's Khmer, Vietnamese, Burmese, and Lao Services exhaustively covered the deadly bird flu virus and its impact on Southeast Asia.



Employees: 251
FY 2004 Budget: \$28.3 million
Weekly Hours Broadcast: 252
Languages: 9

*RFA President
Richard Richter*

The Dalai Lama's special Washington-based envoy Lodi Gyari answers questions from RFA's Tibetan Service, speaking directly to Tibetan listeners.





Office of Cuba Broadcasting

The Office of Cuba Broadcasting oversees the operations of Radio Martí and TV Martí. Radio Martí went on the air May 20, 1985, and TV Martí went on the air March 27, 1990. Both stations broadcast accurate and objective news and information on issues of interest to the people of Cuba. Radio



Martí broadcasts news, music, and a variety of features and news analysis programs

seven days a week, 24 hours a day. TV Martí produces eight hours of original programming daily, including two 30-minute newscasts a day. Programs focus on news, sports, entertainment, and features on life in the U.S. and other countries. Other programs include commentary and information about events in Cuba and around the world to promote the cause of freedom in Cuba.

The Cuban government controls all mass media and communication, including editorial control of newspapers, television, and radio. The restrictions on the media make it difficult for the Cuban people to get access to accurate news and information. Radio and TV Martí are dedicated to providing a reliable source of news and information that is accurate and objective, and to the promotion of freedom and democracy in Cuba, with a programmatic strategy based on the promotion of human rights. However, the Cuban government jams Radio and TV Martí's broadcasts, and the BBG has worked to identify options to

overcome the jamming. In addition to broadcasting via short-wave, AM, aerostat, and air-borne transmission, OCB broadcasts TV Martí on HispaSat, a direct-to-home satellite television service, and is working to establish additional AM radio transmission capability within the Caribbean.



Employees: 149
FY 04 Budget: \$26.5 million
Weekly Hours Broadcast: 330
Languages: 1

*OCB Director
Pedro Roig*

Highlights:

- On April 5, 2004, Radio Martí launched its 24/7 all news and information format.
- On August 21, 2004, a Pennsylvania Air National Guard aircraft, operating within U.S. air space, broadcast Radio and Television Martí signals into Cuba. This mission is repeated regularly.

“We believe the people of Cuba should be free from tyranny. We believe the future of Cuba is a future of freedom. It’s in our nation’s interest that Cuba be free. It’s in the neighborhood’s interest that Cuba be free. More importantly, it’s in the interest of the Cuban people that they be free from tyranny. This strategy is a strategy that encourages the spending of money to help organizations to protect dissidents and to promote human rights. It is a strategy that encourages a clear voice of the truth being spoken to the Cuban people through Radio and TV Martí.”

— **President Bush, May 6, 2004, after meeting with the Commission for Assistance to a Free Cuba**



Middle East Broadcasting Networks

Alhurra Television

On February 14, 2004, Alhurra (Arabic for “The Free One”), a new Arabic-language satellite television channel, began broadcasting a comprehensive schedule of news and information to the Middle East. The 24-hour channel provides viewers with accurate, objective and balanced news and information. Alhurra’s talk shows and current affairs

become an important alternate source of news and information in the Middle East. Over 40 percent of the region’s 300 million

programs include expert analysis and debate

on issues in the news, human rights, freedom and democracy. Alhurra broadcasts from state-of-the-art studios outside of Washington, D.C

Alhurra’s daily schedule includes three hour-long newscasts and 10-minute news updates and headlines every hour, along with live coverage of breaking news as warranted. In addition to up-to-the-minute news, Alhurra broadcasts a wide variety of informational programs on health and personal fitness, sports, science and technology as well as entertainment news and special events. Alhurra also airs award-winning documentaries on a diverse range of topics designed to appeal to a broad audience.

In April 2004, a second 24-hour channel was launched specifically for Iraq. Alhurra-Iraq’s current affairs programs concentrate on Iraq’s developing political system and the changes facing the country during this critical time.

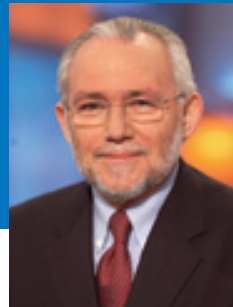
In the short time it has been on the air, Alhurra has

people have access to satellite television. After only six months on the air, ACNielsen surveys in eight Middle Eastern countries reported that Alhurra’s diverse schedule of news, talk shows, debates, documentaries, and information and entertainment programs were reaching significant audiences throughout the Middle East.

According to ACNielsen, Alhurra has a weekly viewership of 39 percent among all Syrian adults. In all the countries surveyed, between 59 and 81 percent of Alhurra’s weekly viewers ranked Alhurra’s news reliable.

Since the launch of Alhurra and Alhurra-Iraq, the channels have provided comprehensive,

Employees: 167
FY 2004 Budget: \$80.5 million
Weekly Hours Broadcast:
Alhurra—168
Alhurra-Iraq—168
Languages: 1



*MBN President
Bert Kleinman*

balanced coverage of some of the biggest news stories affecting the Middle East including the reconstruction of Iraq and Afghanistan, the Israeli-Palestinian conflict, the humanitarian crisis in Sudan, and the global war on terrorism.

A Lebanese man in Beirut watches an exclusive interview on Alhurra Television. (AP Photo/Mahmoud Tawil)





Middle East Broadcasting Networks

Radio Sawa

Radio Sawa continues to be one of the most popular radio stations in the Middle East. Though targeted to an audience under the age of 30, it effectively communicates with a broad segment of the Arabic-speaking population through its program schedule of up-to-date news and information, interactive call-in features, and an upbeat mix of Western and Arabic popular music. Radio Sawa broadcasts



24/7 on FM and AM transmitters throughout the region.

The network is committed to broadcasting accurate, timely, and relevant news about the Middle East, the world, and the United States utilizing the highest standards of journalism. Radio Sawa seeks to be an example of the free marketplace of ideas, reflecting respect for the intelligence and culture of its audience in a style that is modern and forward-looking.

Radio Sawa engages its audience with an extensive schedule of news and a variety of feature programs. Some of these provide an interactive forum for discussion of important political and social topics. The innovative *Sawa Chat* opinion feature and *Ask the World Now*, which presents answers to listeners' questions about American policies in the words of major U.S. officials, encourage free discussion about issues that may not be reviewed openly in the indigenous media. Other programs, such as *Free Zone*, *The World Cares-Darfur* and *Challenges to Iraqis*, focus on

human rights and democracy.

In the second half of 2003, Radio Sawa began transmitting on FM in major cities in Morocco. In the first quarter of 2004, an ACNielsen survey reported 73 percent of all adults (15 and older) in the cities of Casablanca and Rabat listened to Radio Sawa in a typical week.

Morocco is just one of the countries in which Radio Sawa reaches significant audiences. ACNielsen conducted surveys in five other countries in 2004. Weekly listening rates to Radio Sawa on FM among adults 15 and older by ACNielsen ranged from 27 to 73 percent, depending on the country. Between 70 to 88 percent of Radio Sawa's weekly listeners in each country surveyed considered the station's news reliable.

Radio Sawa broadcasts on FM in Morocco (Rabat, Casablanca, Tangier, Meknes, Marrakesh, Agadir and Fes), Iraq (Baghdad, Basra, Mosul, Sulimaniya and Erbil), Jordan (Amman and Ajlun), Palestinian territories (Ramallah), Kuwait (Kuwait City), Bahrain (Manama), Qatar (Doha), U.A.E. (Abu Dhabi and

Employees: 30

FY 2004 Budget: \$8.2 million

Weekly Hours Broadcast: 168

Languages: 1

Dubai), and Djibouti. Radio Sawa broadcasts on AM to Yemen and Sudan. Radio Sawa is also available via the Arabsat and Nilesat satellite systems and the Internet.

“... one of the great success stories in the administration's war on terrorism.”

— The Washington Times, on U.S. broadcasting to the Arabic-speaking world

Radio Sawa broadcasters Antoine Issa (left) and Zahrat Abuzaid work on a story in Sawa's newsroom.





International Broadcasting Bureau

The International Broadcasting Bureau provides administrative, technical, policy, and program support to the Voice of America and Radio/TV Martí. It also provides marketing and transmission services for all the BBG broadcast services. IBB stays on the cutting edge of technology, managing a complex network of domestic and overseas transmitting stations as well as satellite and other Internet delivery systems. This network relays U.S. government-funded programs to transmitting stations and to AM, FM, shortwave, and cable communications facilities worldwide. The IBB Office of Policy produces the U.S. government editorials heard daily on VOA broadcasts.

Highlights:

■ Installed and operated two in-country television transmitters and satellite uplink facilities in Iraq for Alhurra (the first in-country TV transmitters established by BBG/IBB).

■ Launched 12 hours per day of VOA's *Radio Aap Ki Duniya* AM transmissions for Pakistan.

■ Constructed a high power AM station in Djibouti that broadcasts Radio Sawa around the clock to audiences in Sudan and Yemen.

■ Added new 24/7 FM transmitters in Iraq and Morocco for Radio Sawa and in Iraq and Afghanistan for programming of VOA and RFE/RL.

■ Expanded direct, uncensored e-mail distribution to China (now multi-millions per day) and to Iran (now tens of thousands per day) as part of an effort to overcome blockage of BBG Internet sites by those countries.

■ Relocated three shortwave transmitters to the IBB Kuwait Transmitting Station to enhance RFE/RL and VOA broadcasts to Afghanistan

Employees: 938

FY 2004 Budget: \$233 million (includes IBB & BBG)

A BBG overseas transmitting station employee gives local students a tour of the facility.



Advancing Freedom and Democracy

The year 2004 was a watershed for the worldwide march of democracy. Elections were held in, among other countries, Afghanistan, Ukraine, and Indonesia. In Iraq, sovereignty was transferred two days early in June 2004, leading the way toward elections in 2005. The end of 2004 also set the stage for historic elections in Palestine. And U.S. international broadcasters covered it all—first-hand, on the front lines.

As part of its mission to promote freedom and democracy, Alhurra provided its millions of viewers with extensive reporting and analysis of election

campaigns in Afghanistan, Tunisia, and Ukraine and the campaigns leading to elections in Iraq and Palestine. On September 29, Afghanistan President Hamid Karzai

discussed the upcoming presidential elections in an exclusive interview with Radio Free Afghanistan.

Radio Farda's thorough coverage of elections in Iran drew



TOP: Alhurra Television covered the Iraq elections in January 2005. Alhurra had provided extensive coverage of the entire campaign; BOTTOM: Akbar Ayazi, Pashto Managing Editor of VOA's Afghanistan Service, interviews Afghanistan President Hamid Karzai during his visit to the U.N. General Assembly Meeting in New York.

RFE/RL journalist Andriy Dubchak's photo of demonstrators surrounding the Ukrainian Cabinet of Ministers' building in Kyiv in December.



praise from pro-reform newspapers but vehement attacks from conservative newspapers.

Of course, the world watched the United States of America hold its own presidential election. On November 9, 2004, the White House web site offered this Fact of the Day: "U.S. Opens Worldwide Window on Elections: Americans shared our recent Presidential elections with the world. Radio, television, and the Internet made it possible for more people across the globe to watch the results."

Throughout the campaign, Alhurra provided the most complete election coverage of any Arabic-language TV network with live broadcasts each night from the Democratic and Republican Conventions, live

broadcasts of the presidential and vice presidential debates and daily in-depth reports from the campaign trail. Extensive analysis and explanation of the U.S. electoral process was presented in a weekly one-hour series called "America Decides, 2004." Starting on election night, Alhurra broadcast 21 continuous hours of coverage with reaction and analysis from around the world.

VOA Persian's *News and Views* ran a special election-

night television broadcast of the November U.S. Presidential election. The program, hosted by Setareh Derakhshesh and Anoush Kangarloo, featured live reports from both Bush and Kerry headquarters, a special report from Los Angeles on voting in the nation's largest Iranian community, analysis of election results, and headlines on voting throughout the United States.

"My father started his day at 0700 by listening to the Voice of America . . . The values of Western democracy give people new and better possibilities."

— Ukrainian Prime Minister Viktor Yushchenko on Ukrainian Inter TV (BBC Worldwide Monitoring)

Direct Satellite TV to Iran

Television is a leading source of news and information for Iranians.

Satellite dishes are popular, with families often sharing dishes. For the information-starved Iranian people, Voice of America broadcasts via satellite the daily television news program *News and Views*. This live Persian language program airs in prime time featuring news on Iran, the U.S. and the world, with views from regional experts, conversations with experts inside Iran, a weekly “View from Washington” that explains U.S. policy towards Iran, and a daily segment called “Your Voice” showcasing email feed-

back from viewers within Iran and the Iranian Diaspora. The “Inside Iran” segment is a milestone, featuring scores of phone interviews with personalities such as Nobel Laureate Shirin Ebadi, poet Simin Behbehani, student activists, human rights

advocates, journalists, and university professors.

2004 Coverage:

From Afghanistan:

Comprehensive coverage of President Hamid Karzai’s October 9 inauguration, with

live reports from Kabul.

From Iraq:

Four reporting trips with interviews and special coverage. A reporter conducted on-site inter-



TOP: VOA Persian Service reporter Nazzy Beglari reporting live from Kabul on the Afghan presidential election; BOTTOM: Ambassador Mark Palmer (left), American Enterprise Institute’s Michael Ledeen (center), and VOA host Avi Davidi on *Looking Ahead*, an in-depth look at U.S.-Iranian relations.

Setareh Derakhshesh on the set of *News and Views*, VOA's daily news program to Iran.



views with Interim President al-Allawi, Interim Foreign Minister Khoshyar Zibari, and Hossein Khomeini, grandson of Ayatollah Khomeini. Khomeini spoke about the continued need for the United States to help in the democracy-building efforts in Iraq.

From the United States:

- Analysis of the annual State Department Human Rights Report, which lists Iran as one of 101 countries that has violated human rights.
- Up-to-the-minute coverage of events surrounding President Reagan's death, including a special biography that highlighted his early years; a history of state funerals in Washington, D.C.; and several

“The mass media has an important responsibility in keeping people informed. Voice of America is one such outlet that I hold in high regard. Some outlets have an agenda to further However, VOA Persian has always provided unbiased and timely reports which I listen to whenever I get a chance.”

**—Shirin Ebadi, Nobel Laureate
December 2004**

interviews with people waiting in line to pay final respects to Mr. Reagan's flag-draped coffin at the Rotunda building.

Meanwhile, Iran's most visited and most popular web site, “orkut,” has created a web page and a chat room devoted to *News and Views* anchor Setareh Derakhshesh. The chat rooms are created for international figures in arts, culture, politics, and human rights.

Fighting Terror With Truth

U.S. international broadcasting is playing an increasingly critical role in the Global War on Terrorism. Audiences throughout the Middle East and elsewhere are being exposed for the first time to news and information about the United States, its policies, and its values. In 2004, the Broadcasting Board of Governors launched Alhurra, and built on successful initiatives including Radio Sawa and Persian TV *News and Views* and Radio Farda. These groundbreaking broadcasts, adding to the valuable programming provided by all our entities, have

demonstrated the impact of international broadcasting in fighting the War on Terrorism.

In July, the 9/11 Commission released its report, stating:

“The United States must do more to communicate its message.... Recognizing that Arab and Muslim audiences rely on satellite television and radio,



TOP: VOA correspondent Challiss McDonough interviews Sheikh Hisham al-Dulaymi in Baghdad about his role in helping to negotiate the release of nine Indian workers and other civilians taken hostage in Iraq; BOTTOM: Alhurra news anchors Mhshine Jbabdi (foreground) and Bertha Nohra on the set of “The Global,” one of Alhurra’s primetime newscasts.

RFE/RL senior correspondent Ron Synovitz joins a patrol at the start of “Operation Mountain Storm” in southern Afghanistan, where he was an embedded reporter with the U.S. Army’s 10th Mountain Division.



“To cut through the barriers of hateful propaganda, the Voice of America and other broadcast services are expanding their programming in Arabic and Persian—and soon, a new television service will begin providing reliable news and information across the region.”

— President Bush in his January 20, 2004, State of the Union Address

the government has begun some promising initiatives in television and radio broadcasting to the Arab world, Iran, and Afghanistan. These efforts are beginning to reach large audiences. The Broadcasting Board of Governors has asked

for much larger resources. It should get them.”

Indeed, the BBG is building upon the success of Alhurra and Radio Sawa in the non-Arabic-speaking Muslim world. Using existing distribution methods while embracing direct-to-home satellite radio

and television broadcasting, the BBG is working to reach the entire Muslim world with ideas, debate, and dialogue.

Alhurra correspondent Abdul-Hussein Khazal was killed outside his home in Basra, Iraq, by gunmen on February 9, 2005. Abdul-Hussein had been a correspondent for Radio Sawa for nearly two years and joined Alhurra in April 2004.



“Thank you, that with your programs, your trustworthy words you showed me how to deal with the situation in which Ukraine finds itself I’m going to Kyiv to support Yushchenko.”

— An RFE/RL listener in Ukraine



“I would like to congratulate your channel. We as Arabic people need such a voice, the voice of civilization, freedom and democracy.”

— An Alhurra viewer



“ . . . I have received tremendous strength at this moment being able to see TV Martí in my home. I cannot explain the happiness that I feel!”

— A viewer from Cuba, whose brother is a dissident being held in a Cuban jail



CLOCKWISE FROM TOP LEFT: Chinese dissident Wang Dan visits RFA studios for an interview with RFA’s Mandarin Service; (from r to l) Reps. Kay Granger (R-TX), Edward Whitfield (R-KY), Bud Cramer (D-AL), Roy Blunt (R-MO), Roger Wicker (R-MS), Ander Crenshaw (R-FL), and Jack Kingston (R-GA) at RFE/RL’s daily editorial meeting in Prague; RFA Burmese Service Director Soe Thinn interviews an ethnic Wa woman; U.S. Ambassador to Afghanistan Zalmay Khalilzad in RFE/RL’s studio; Radio Sawa broadcaster Maha Rabie at the mic; TV Martí interviews Senator Mel Martinez (R-FL) (center).

Reaching the World: U.S. International Broadcasting



“VOA is the light of freedom for the people of Cambodia.”

**– Sam Rainsy
Cambodian political
opposition leader**



“[RFA] understands exactly how it is in Tibet. They broadcast each day’s news. In fact, an event that happens in Lhasa of which even Lhasa residents are unaware gets broadcast by RFA.”

– A listener from Tibet



CLOCKWISE FROM TOP RIGHT: Alhurra’s Ziad Noujeim interviews Senator Joseph Biden (D-DE) for the talk show *Free Hour*; VOA Afghanistan Pashto Service stringer Ekram Shinwari interviews Kabul citizens on their views regarding the presidential elections; a photo sent to VOA Special English by members of a VOA fan club in Nigeria; President Bush appears on Alhurra in 2004 to discuss the Abu Ghraib photos; and Adriana Amat, host of VOA’s Spanish-language programs *Desde Washington* and *Foro InterAmericano*.

Broadcasting Board of Governors



TOP: RFA President Richard Richter and BBG member Blanquita Walsh Cullum present the David Burke Award to RFA Tibetan Service broadcaster Lobsang Choephel; MIDDLE: members of the BBG and staff inspect a potential RFE/RL headquarters relocation site in Prague; BOTTOM: BBG member Jeffrey Hirschberg meets with Kyiv Mayor Oleksandr Omelchenko, to discuss local rebroadcasting of RFE/RL Ukrainian programs.



Kenneth Y. Tomlinson, Chairman

Kenneth Y. Tomlinson is a former director of the Voice of America and has more than 35 years of journalistic experience. He began his career as a reporter for the *Richmond Times-Dispatch* in 1965. In 1968 he joined the Washington bureau of *Reader's Digest*, then served as a correspondent in Vietnam, and eventually in Paris, where he covered events in Europe, Africa, and the Middle East. In 1982, President Ronald Reagan appointed Tomlinson Director of VOA, where he served until 1984. After his tenure at VOA, Tomlinson returned to *Reader's Digest* to serve as managing editor. He was subsequently named executive editor of the *Digest* in 1985 and editor-in-chief in 1989. He retired from *Reader's Digest* in 1996. He has served as the chairman of the National Commission on Libraries and Information Science (1985), as a member of the U.S. Board for International Broadcasting (1986-1994), and on the Board of Directors of the Corporation for Public Broadcasting (2000-present), where he is now chairman.



Joaquin F. Blaya

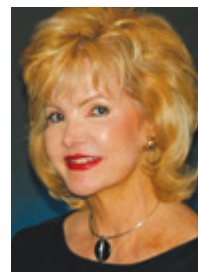
Joaquin F. Blaya is chairman of Blaya Media, Inc. Since emigrating to the United States from Chile 36



years ago, Blaya has held a number of senior management positions with media companies. He has served as chairman of Radio Unica, a Spanish-language radio network, and as CEO of the Telemundo Group, Inc., the nation's second-largest Spanish-language television network. Blaya also served as president of Univision Holdings, Inc., the nation's largest Spanish-language media company. Before coming to the United States, he worked in several marketing and media firms. He is chairman of the UM/Sylvester Comprehensive Cancer Center. Blaya is also a member of the Board of Trustees at the University of Miami.

Blanquita Walsh Cullum

Blanquita Walsh Cullum is chairman of the Talk Radio First Amendment Committee. She is former president of the National Association of Radio Talk Show Hosts. Every year since 1995, she has been named by *TALKERS* magazine, the trade publication for the industry, as one of the Top 100 broadcasters in talk radio. Her nationally syndicated program, *Newsbeat*, is heard coast-to-coast on the Radio America Network. She is the president and founder of the Young American Broadcasters Program. Cullum, the first Hispanic woman and the first radio talk show host to serve on the BBG, is also a member of the National Moment of Remembrance Commission. Cullum frequently appears on national television. She began her



broadcasting career over 25 years ago in San Antonio, Texas. She also has worked for the Coors Corporation and the National Bureau of the Census.

D. Jeffrey Hirschberg

D. Jeffrey Hirschberg is a partner at Kalorama Partners, LLC, a consulting firm concerned with transparency, corporate governance, and risk assessment. He was director of the Corporate Responsibility Practice at Howrey, Simon, Arnold and White, LLP. Hirschberg retired from Ernst & Young in 1999 as vice chairman/governmental affairs. Previously, he worked as a private attorney in both Washington, D.C., and Milwaukee, Wisconsin. From 1972–1980, Hirschberg worked for the U.S. Justice Department as a special attorney and deputy chief of the criminal division's special litigation section. He also prosecuted civil and criminal matters as an assistant U.S. Attorney in Milwaukee. He is a director of the U.S.-Russian Business Council and a member of the Board of Advisors for the *Foreign Corrupt Practices Act Reporter*.



Edward E. Kaufman

Edward E. Kaufman is president of Public Strategies, a political and management



consulting firm based in Wilmington, Delaware. Since 1991, he has been a Senior Lecturing Fellow at Duke University, teaching in The School of Law, Fuqua School of Business, and The Sanford Institute of Public Policy. He is co-chair of the Duke University School of Law's Center for the Study of the Congress. He is a trustee of the Christiana Care Corporation and is a member of the Board of Directors of Children and Families First and WHYY. Kaufman was formerly chief of staff to Joseph R. Biden, Jr. (D-DE).

Norman J. Pattiz

Norman J. Pattiz is founder and chairman of Westwood One, America's largest radio network and supplier of local TV content. Westwood One owns, manages or distributes the NBC Radio Network, CBS Radio Network, the Mutual Broadcasting System, CNN Radio, Metro Networks, Metro Traffic and Shadow Traffic. He serves as a member of the University of California's Board of Regents. Pattiz is a past president and executive board member of the Broadcast Education Association and a trustee of the Museum of Television & Radio, the Hollywood Radio & Television Society and the NARAS Foundation. He is a member of the Council on Foreign Relations and the Pacific Council of International Relations.



Steven J. Simmons

Steven J. Simmons is chairman and CEO of Patriot Media and Communications, LLC, a cable television company formed in 2002. It offers over 80,000 customers digital programming, high speed Internet access and other advanced communications services. Simmons chairs the Cable TV Entrepreneurs Club of 22 present and former cable CEO's, previously served on the National Cable TV Association Board, and was voted a Cable TV Pioneer. From 1982-1994, he was chairman and chief executive officer of Simmons Communications, Inc. (SCI), which served cable subscribers in 20 states with over 50 offices nationwide. Prior to starting SCI, Simmons served almost four years as an assistant and then as associate director on the White House's domestic policy staff, which followed his four years as assistant and then associate professor, and author of communications law articles at the University of California.



Secretary of State Condoleezza Rice (2005–)

Secretary Rice now serves as the *ex-officio* member of the bipartisan Board since becoming the 66th Secretary of State on January 26, 2005. Prior to becoming Secretary of State, Dr. Rice served as Assistant to the



Broadcasting Board of Governors



TOP: BBG Chairman Kenneth Tomlinson (right) and Norman Pattiz, Chairman of the BBG Middle East Committee, speak at an Alhurra/Radio Sawa press conference; MIDDLE: BBG Governor Ted Kaufman (second from right) and VOA Director David Jackson (left) with *Ejo Bite* stringers in Rwanda Refugee Camp; BOTTOM: (from left) Governors Steven Simmons, Jeffrey Hirschberg, and Blanquita Cullum meet with VOA and IBB staff.



President for National Security Affairs, commonly referred to as the National Security Advisor. She also was in government service from 1989 through March 1991, the period of German reunification and the final days of the Soviet Union, when she served in the Bush Administration as Director, and then Senior Director, of Soviet and East European Affairs in the National Security Council, and a Special Assistant to the President for National Security Affairs.

Veronique Rodman (2003–2004)

Veronique Rodman is the director of public affairs at the American Enterprise Institute for Public Policy Research (AEI), a Washington-based think tank. Before joining AEI in 1999, Rodman worked for many years in broadcasting. From 1982-1995, she served as a producer of ABC-TV's *This Week With David Brinkley*. As a television news consultant, she helped launch *Fox News Sunday*. Rodman also worked as vice president for the Cosmetic, Toiletries and Fragrance Association Foundation, and as program coordinator for the SAIS-Novartis Prize for Excellence in International Journalism. Born and raised in Egypt, Rodman also worked for Secretary of State Henry Kissinger and for CSIS's Congressional Leadership Group on International Communication. Earlier she was assistant director for "The World of Islam" festival in London.



Colin L. Powell (2001–2005)

Secretary of State Colin L. Powell served as an *ex-officio* member of the bipartisan Board. Powell was the former Chairman of the Joint Chiefs of Staff and served as National Security Advisor under President Reagan. A decorated veteran of the United States Army, he served two tours of duty in Vietnam. Powell served as executive assistant in both the Energy and Defense Departments and as senior military assistant to Defense Secretary Casper Weinberger. He retired from the U.S. Army in 1993. In 1997, Powell helped found America's Promise, an organization dedicated to building the character and competence of the nation's youth. He currently serves as chairman of the organization, as well as serving as a member of the Board of Trustees of Howard University and of the Board of Directors of the United Negro College Fund.



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Alhurra in a Damascus cafe.

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