

P R O F I L E



Language of Broadcast: Belarusian

Content: 21 hrs. of original and 35 hrs. of repeat radio programming per week; 0.5 hrs. of original and 0.5 hrs. of repeat TV programming per week; Internet

Distribution: 1 affiliate (1 MW), 2 IBB SW frequencies

RFE/RL's delivery includes 1 cross border MW affiliate from Lithuania, multiple SW frequencies, HotBird, Internet with streaming audio plus 30 minutes weekly TV on Warsaw-based BelSat's Astra and Sirius satellite (suspended as of December 2010 for financial reasons)

New Media: Active on 6 social networking sites including Facebook, VKontakte and Live Journal; active UGC via Pangea website; placement of content and videos on independent local partner sites in Belarus; branded YouTube channel; and mobile site.

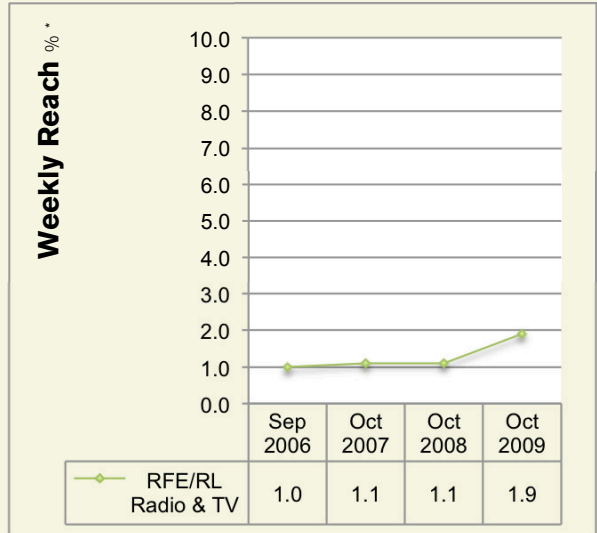
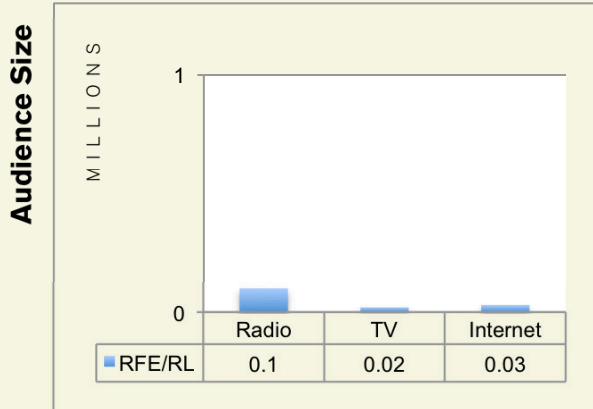
Staff: 12

Budget: \$2,379,000

Established: 1954 to present



P E R F O R M A N C E D A T A (Using Data from Belarus, October 2009)



Weekly Reach (%) by Media	
	RFE/RL
Radio	1.7
TV	0.3
Internet	0.4
Total	1.9

Awareness (%)	
	RFE/RL
	29

Belarusian

Credibility

Percentage of surveyed weekly audience that finds broadcasts credible (%)**	
	RFE/RL
Radio	na
TV	na

Understanding

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

Quality

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

* Weekly reach figures include TV beginning in October 2008.
 ** Sample of weekly RFE/RL audience is too small for meaningful analysis.

Data are from an October 2009 nationwide survey of adults (15+) in Belarus.

Belarusian Broadcasting

Total Population of Belarus: 9.5 million

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

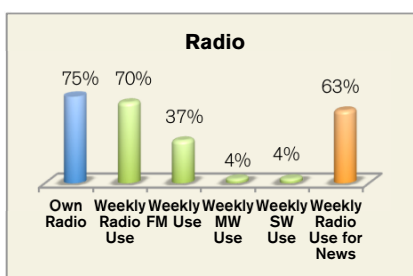
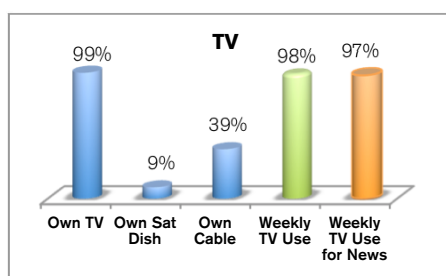
	Sample	RFE/RL Weekly Audience**
Sex	%	%
Male	46	na
Female	54	na
Age		
15-24	18	na
25-34	17	na
35-44	17	na
45-54	19	na
55-64	12	na
65+	17	na

	Sample	RFE/RL Weekly Audience**
Education	%	%
None	3	na
Primary	12	na
Secondary	62	na
Coll./Univ.	23	na
Ethnicity/Nationality		
Belarusian	86	na
Russian	9	na
Other	6	na

	Sample	RFE/RL Weekly Audience**
Residence	%	%
Urban	74	na
Rural	26	na
Language		
Belarusian	4	na
Russian	64	na
Mix of Bel./Russ.	32	na

**Sample of weekly RFE/RL audience is too small for meaningful analysis.

M E D I A U S E

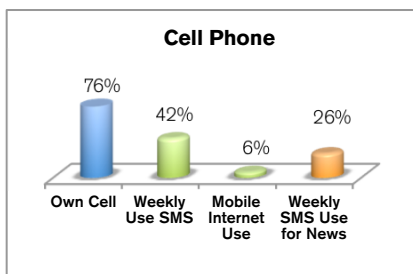
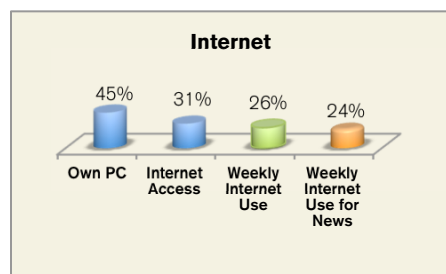


Top Ten Media Outlets

1. ONT
2. BT-1
3. RTR-Belarus
4. NTV-Belarus
5. LAD
6. STV
7. Belarus Radio 1
8. Mir
9. Radius FM
10. Discovery Channel

Top Ten Sources of News

1. ONT
2. BT-1
3. NTV-Belarus
4. RTR-Belarus
5. Belarus Radio 1
6. SB Belarus Segodnya
7. Komolskaya Pravda
8. Euronews
9. www.tut.by
10. www.yandex.ru



Web Analytics

Weekly Visitors 17,700
Weekly Visits 106,100

C O N T E X T



Political Situation

- **Freedom House Political Freedom Index (2011): NOT FREE**
- **Economist Intelligence Unit Instability (2010): MODERATE RISK**
- Alyaksandr Lukashenka, president since 1994, won re-elections in December 2010 with 79 percent of the vote, according to government officials. Following the election voters peacefully filled a large square in the center of Minsk in protest, claiming the election was a farce. Police violently attempted to break up the crowd and arrested more than 600 people, including seven of the nine opposition leaders.
- Following the election, protests and arrests both the European Union and the United States adopted sanctions against the country in an effort to punish Mr. Lukashenko.
- Belarus is experiencing the worst economic crisis since the collapse of the Soviet Union. With the sanctions in place, it has become isolated and looks to Russia for economic support.
- Since the December 2010 elections, seeing the EU and China have been wooing Belarus, Russia stepped up efforts to keep their neighbor close. The presidents of Russia, Belarus, and Kazakhstan established a Common Economic Space between the three countries, allowing for free flow of goods, capital, services and labor.

Media Environment

- **Freedom House Press Freedom Index (2011): NOT FREE**
- **Reporters Without Borders Index (2011): 99 (168/179)**
- President Lukashenka introduced a media law in 2008 that curtails press freedom by giving the state monopoly over both distribution and information about social, economic or political affairs. There is limited accessibility to private newspapers and the national television is wholly owned and controlled by the government. In 2009, the government enacted new legislation that makes criticism of the president and government a criminal offense, punishable by prison sentences or high fines.
- Censorship of all Internet activity continues as the government owns Belarus' only internet-service provider. Since June 2010, internet café owners are required to identify users and track their activities.
- Chapter97.org founder, Aleh Byabenin, a site that publishes independent analysis, passed away in September 2011. The circumstances of his death have been disputed but the site continues to operate. In October, Russian television networks were taken off the air and the government banned Russian-produced documentaries.