

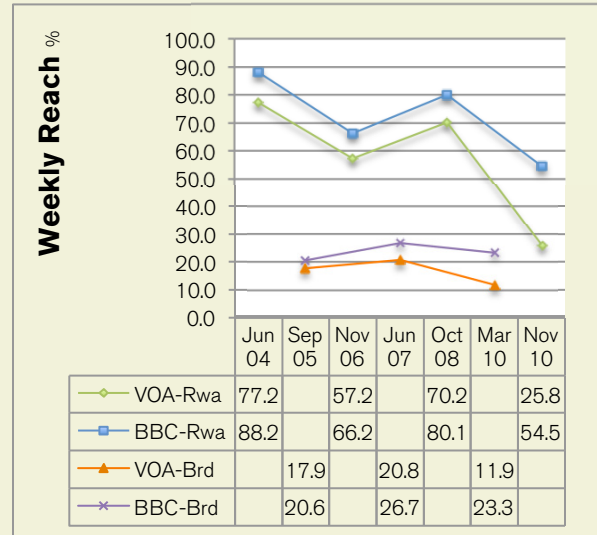
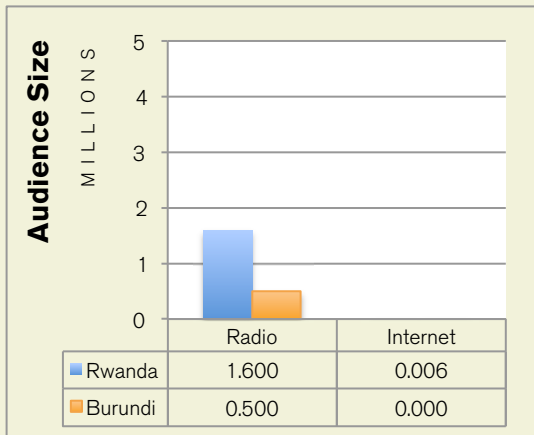
P R O F I L E



Language of Broadcast: Kinyarwanda & Kirundi
Content: 7 hrs. of original radio programming per week; Internet
Distribution: 3 affiliates (3 FM), 3 SW frequencies, 1 IBB FM in Kigali
Radio: In addition to its shortwave broadcasts, VOA's Central Africa Service programs are simulcast on the VOA 24-hour FM frequency in Kigali, Rwanda. All programs, broadcast in Kirundi and Kinyarwanda, are also simulcast on FM by VOA affiliate stations in Burundi and Rwanda, and they are on medium wave on Radio Free Africa located in Mwanza, Tanzania.
New Media: The service has a website, an email newsletter and is on Facebook, YouTube and Twitter.
Staff: 9
Budget: \$1,116,000
Established: 1996 to present



P E R F O R M A N C E D A T A (Using Data from Burundi March, 2010 & Rwanda November, 2010)



Weekly Reach by Media (%)		
	Rwanda	Burundi
Radio	25.8	11.9
TV	na	na
Internet	.1	0
Total	25.8	11.9

Awareness (%)		
	Rwanda	Burundi
	79	40

Credibility		
	Rwanda	Burundi
Percentage of surveyed weekly audience that found broadcasts credible (%)		
Radio	90	80
TV	na	na

Understanding		
	Rwanda	Burundi
Percentage of weekly audience whose understanding of topics increased "A Great Deal" or "Somewhat" (%)		
Current Events	85	79
U.S. Culture	64	36
U.S. Policies	67	46

Quality		
	Rwanda	Burundi
Combined Scores from audience panel		
Radio	3.3	3.3
TV	na	na

Data are from a March 2010 nationwide survey of adults (15+) in Burundi and an November, 2010 nationwide survey of adults (15+) in Rwanda.

Kinyarwanda & Kirundi Broadcasting

A U D I E N C E C O M P O S I T I O N Total Population of Burundi 10.2 M and Rwanda 10.9 M

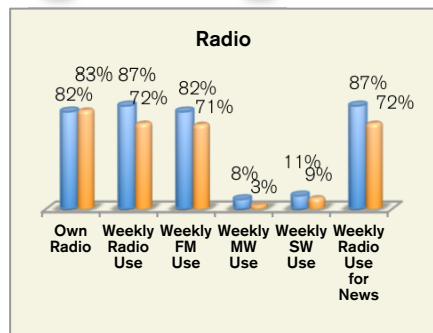
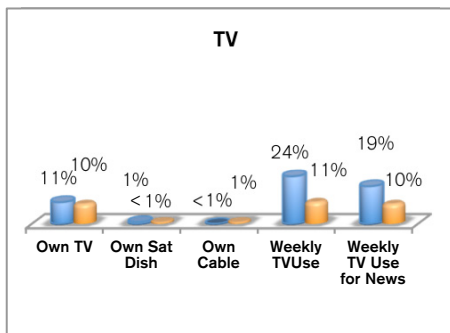
	Rwd. Sam.	Rwd. Wkly. Aud.	Bur. Sam.	Bur. Wkly. Aud.
Sex	%	%	%	%
Male	48	67	49	73
Female	52	33	51	27
Age				
15-24	26	26	30	17
25-34	30	34	28	33
35-44	17	18	20	34
45-54	12	11	12	12
55-64	8	7	6	4
65+	7	3	5	1

	Rwd. Sam.	Rwd. Wkly. Aud.	Bur. Sam.	Bur. Wkly. Aud.
Educ	%	%	%	%
None	25	13	16	3
Primary	62	65	39	20
Sec.	11	17	33	47
Higher	2	5	10	27
Ethnicity/Nationality				
Burundian	na	na	98	96
Other	na	na	2	4

	Rwd. Sam.	Rwanda Wkly. Aud.	Bur. Sam.	Burundi Wkly. Aud.
Residence	%	%	%	%
Urban	12	12	12	21
Semi-urb.	na	na	7	13
Rural	88	88	81	66
Language Spoken at Home				
Kinyar.	100	100	<1	0
Kirundi	0	0	97	96
Swahili	0	0	1	2
Other	na	na	2	2

M E D I A U S E

■ Rwanda ■ Burundi

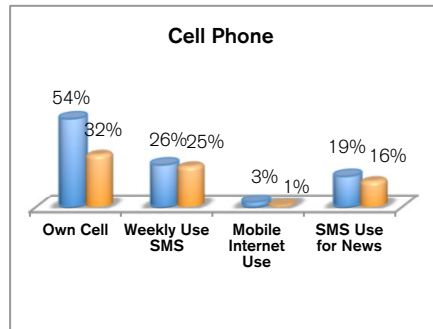
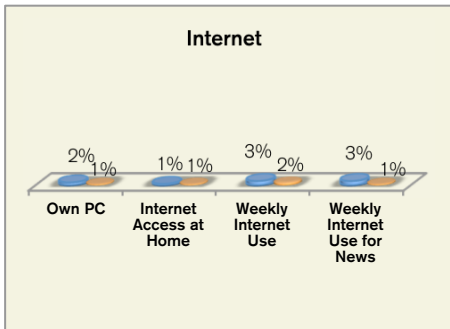


Top Ten Sources of News (Rwanda)

1. Radio Rwanda
2. BBC
3. Radio Salus
4. TV Rwanda
5. Radio Maria
6. VOA
7. Community Radio Butare
8. Radio Izuba
9. Community Radio Gisenyi
10. Imvaho Nshya

Top Ten Sources of News (Burundi)

1. RTN Burundi
2. Bonesha FM
3. Radio Public Africaine
4. Radio Isanganiro
5. BBC
6. RTNB
7. Radio Kwizera
8. Radio Ava Maria
9. VOA
10. Radio BINUB



Web Analytics

Weekly Visitors	2,500
Weekly Visits	7,000

C O N T E X T

↓ **Stability**
↓ **Political Freedom**
↓ **Press Freedom**
↓ **Ease of Distribution**
↓ **Competition**

Political Situation

- **Freedom House Political Freedom Index (2011): Rwanda—NOT FREE; Burundi—PARTLY FREE**
- **Economist Intelligence Unit Instability (2010): Rwanda—MODERATE RISK; Burundi—HIGH RISK**
- In 2011, as in the past number of years, Rwanda failed to make much political progress in terms of democratization and judicial reforms. While several laws were drafted to advance political freedom, arrests of opposition party figures and government critics belied true reforms. Local elections in the spring of 2011 mainly saw the ruling RPF's candidates win seats.
- The political situation in Burundi has not stabilized in 2011. There were multiple fatal clashes between members of the dominant CNDD-FDD and opposition groups—many of whom had fled to neighboring countries following the 2010 elections which they boycotted. In reaction to a particular violent incident in September 2011 the government ordered a month-long media blackout and further restricted civil society activities.

Media Environment

- **Freedom House Press Freedom Index (2011): Rwanda—NOT FREE; Burundi—NOT FREE**
- **Reporters Without Borders Index (2011): Rwanda—81.00 (156/179); Burundi—57.75 (130/179)**
- Rwanda's media environment was ranked the third least free in Africa in October 2010, after pressure on media outlets increased surrounding the August 2010 national elections. This challenging environment makes international broadcasters' work all the more difficult and important.
- Despite improving economic conditions, access to television and Internet remain low—only 11 percent of adults have a TV at home; only 7 percent have ever gone online. Opportunities for international broadcasters to reach audiences via these platforms are very limited.
- Mobile phones have become more viable as a means of reaching Rwandans; slightly more than half of adults have access to a phone at home. However, most transmission of news via mobile phone happens between friends and family, rather than between news organizations and audience members.