

P R O F I L E



Language of Broadcast: Creole

Content: 14.5 hrs. of original radio programming per week; Internet

Distribution: 13 affiliates (13 FM)

VOA Creole broadcasts to Haiti via 13 local FM affiliate stations throughout the country. The Service also delivers news and information on its website, on social media platforms Twitter, Facebook, and You Tube, as well as via SMS through a local mobile provider. The Service provides training for Haitian journalists and has a citizen journalist program.

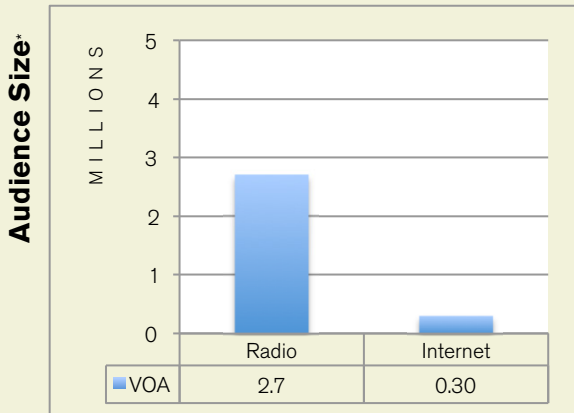
Staff: 8

Budget: \$1,674,000

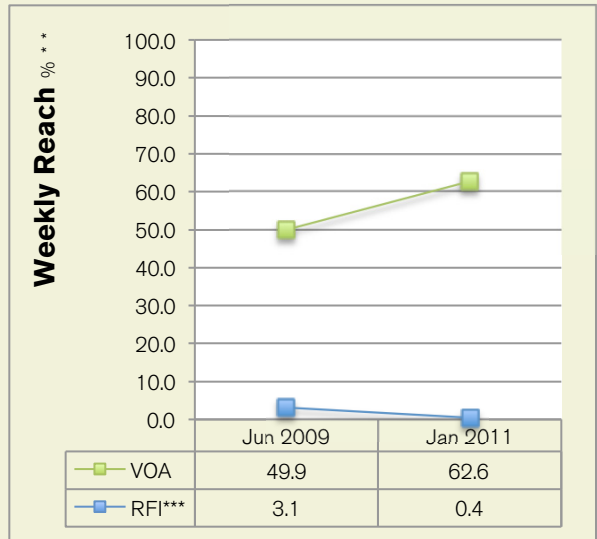
Established: 1987 to present



P E R F O R M A N C E D A T A (Using Data from Haiti, January 2011)



Weekly Reach (%) by Media	
VOA	
Radio	62.1
TV	na
Internet	5.7
Total	62.6



Awareness (%)	
VOA	
Total	93

Creole

Credibility	
Percentage of surveyed weekly audience that finds broadcasts credible (%)	
VOA	
Radio	97
TV	na

Understanding	
Percentage of weekly audience whose understanding of topics increased "A Great Deal" or "Somewhat" (%)	
VOA	
Current Events	91
U.S. Culture	62
U.S. Policies	59
Current Events in Haiti	94

Quality	
Combined Scores from audience panel	
VOA	
Radio	3.7
TV	na

*Audience size estimates are based on 2003 Haitian census 2011 projections put the 18+ population are 29% higher.
 ** Due to differences in sample coverage between the June 2009 nationwide survey and previous urban-only surveys conducted in Haiti, it is not possible to show trend data from earlier surveys.
 *** RFI's Creole content in 2011 was available online only.

Data are from a January 2011 survey of adults (15-64) in Haiti. The national sample is representative of the population 18 years of age and older living in Ouest, Grand Anse, Nippes, Sud Est, Sud, Artibonite, Centre, Nord, Nord Est and Nord Ouest. An additional sample was drawn of the camps located in the metropolitan areas of Haiti.

Creole Broadcasting

Total Population of Haiti: 10.1 million

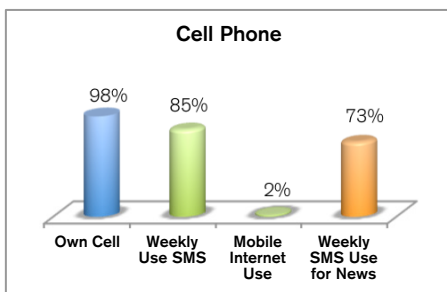
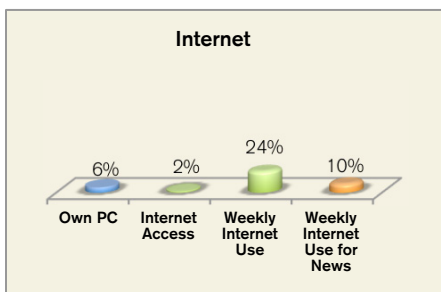
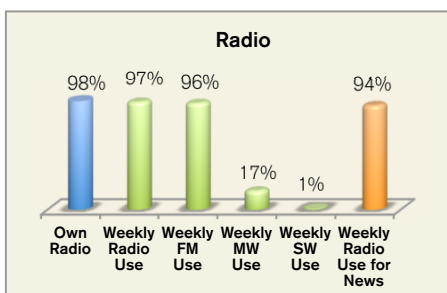
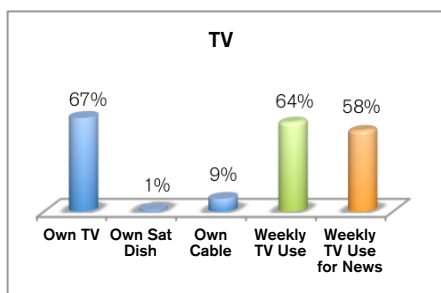
A U D I E N C E C O M P O S I T I O N

	Sample	VOA Weekly Audience
Sex	%	%
Male	47	49
Female	53	51
Age		
15-24	18	15
25-34	36	36
35-44	24	26
45-54	16	17
55-64	5	5
65+	2	2

	Sample	VOA Weekly Audience
Education	%	%
None	6	4
Primary	23	25
Secondary	53	50
Technical	13	17
Higher	4	4
Ethnicity/Nationality		
Haitian	100	100

	Sample	VOA Weekly Audience
Residence	%	%
Urban	46	45
Rural	54	55
Language		
Creole	99	99
French	1	1

M E D I A U S E



Top Ten Media Outlets

11. Radio Tele Ginen
12. Radio Lumiere
13. Radio Vision 2000
14. VOA
15. Radio Nationale d'Haiti
16. Radio Metropole
17. TV Nationale d'Haiti
18. RFI Haiti relais FM
19. TNH
20. Radio Maxima

Top Ten Sources of News

1. Radio Tele Ginen
2. VOA
3. Radio Lumiere
4. Radio Vision 2000
5. Tele Ginen
6. TV National d'Haiti
7. Tele Caraibes
8. Radio Nationale d'Haiti
9. Radio Metropole
10. Le Nouvelliste

Web Analytics

Weekly Visitors	1,200
Weekly Visits	4,100

C O N T E X T



Political Situation

- **Freedom House Political Freedom Index (2011): PARTLY FREE**
- **Economist Intelligence Unit Instability (2010): VERY HIGH RISK**
- The extreme weakness of Haiti's governing institutions has kept the political environment unstable. Violent protest and the difficulty of establishing a new government have been the main threats to progress rebuilding the country. Reconstruction activities—which have been on hold since late 2010 because of election campaigns—have restarted only gradually and will not pick up in earnest until a new prime minister and cabinet are approved by parliament.

Media Environment

- **Freedom House Press Freedom Index (2011): PARTLY FREE**
- **Reporters Without Borders Index (2011): 15.67 (52/179)**
- Mobile phones have become an essential communication tool in Haiti. Almost every adult in Haiti has a mobile phone in their household (98 percent) and 97 percent own a personal phone. Before the quake, 90 percent of households had a mobile phone. Mobile ownership has increased; landline ownership has significantly decreased. Less than 1 percent of respondents now have a working landline; 3 percent of respondents had a landline before the earthquake.