

P R O F I L E



**Language of Broadcast:** Korean  
**Content:** 29 hrs. of original and 6.5 hrs. of repeat radio programming per week; Internet  
**Distribution:** 2 MW, 7 IBB SW frequencies  
**Radio:** VOA Korean broadcasts on 2 MW (AM) transmitters, one in South Korea and one in far eastern Russia, near the northern North Korean border. In addition, VOA Korean broadcasts from shortwave transmitters in the Philippines, Thailand, and Russia.  
**New Media:** The Service has an Internet site and a multimedia mobile website and sends an email newsletter. The Service has recently launched Facebook, Twitter and YouTube pages.  
**Staff:** 21 **Budget:** \$30,10,000  
**Established:** 1942 to present

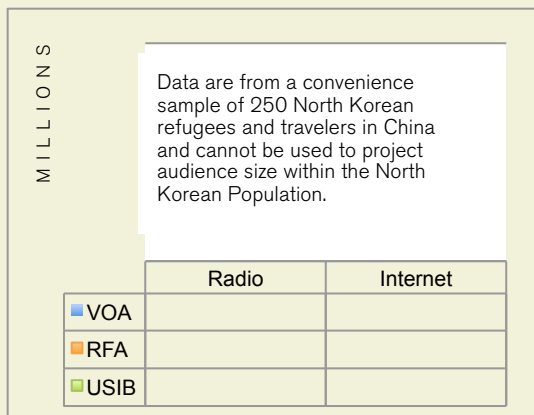


**Language of Broadcast:** Korean  
**Content:** 24.5 hrs. of original and 10.5 hrs. of repeat radio programming per week; Internet  
**Distribution:** 3 SW frequencies; Satellite rebroadcasting  
**Radio:** The Service broadcasts three-and-a-half hours of original program and one-and-a-half hours of repeat daily.  
**Video:** On a daily basis the Service updates with staff-generated photos and videos, as well as selected ones from Yonhap, the largest South Korean news agency.  
**New Media:** The Service has web and mobile sites. Two broadcasters are running private blogs to promote RFA programs. Social media sites include Facebook, Twitter, and Me2Day (popular microblog in South Korea). An iPhone app to play Korean programming was developed in May 2011.



P E R F O R M A N C E D A T A (Using Data from Sample of North Korean Refugees, August 2009)\*

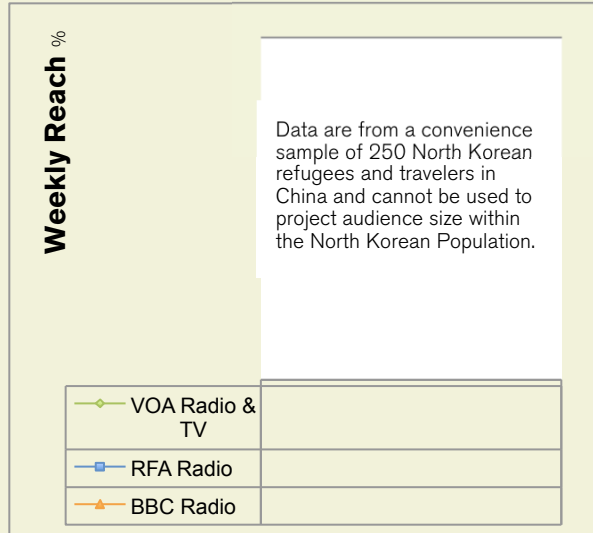
**Audience Size**



**Weekly Reach by Media (%) \*\***

	VOA	RFA	USIB
Radio	19.6	22.0	22.8
TV	na	na	na
Internet	1.2	1.6	1.6
Total	19.6	22.0	22.8

**Weekly Reach %**



**Awareness (%)**

VOA	RFA
28	24

**Credibility**

Percentage of surveyed weekly audience that finds broadcasts credible (%)

	VOA	RFA
Radio	na	na
TV	na	na

**Understanding**

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

	VOA	RFA
Current Events	na	na
U.S. Culture (VOA) or Current Events in Region (RFA)	na	na
U.S. Policies	na	na

**Quality**

Combined Scores from audience panel

	VOA	RFA
Radio	3.4	3.0
TV	na	na

\*Data are from a non-probability sample of North Korean travelers and refugees in the PRC and cannot be used to project audience size or for trend analysis.  
 \*\*Weekly reach figures are for listening while in North Korea; 15.2% reported listening to RFA and 12.4% to VOA while in transition. Media use data reflect while respondents were in North Korea.

Data are from an August 2009 non-probability sample of North Korean travelers and refugees in the PRC.

# Korean Broadcasting

Total Population of North Korea: 24.5 million

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

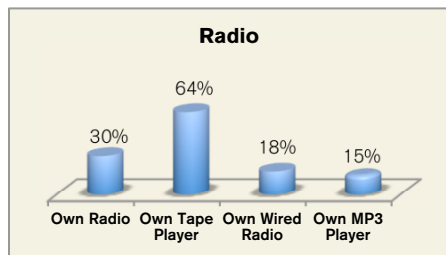
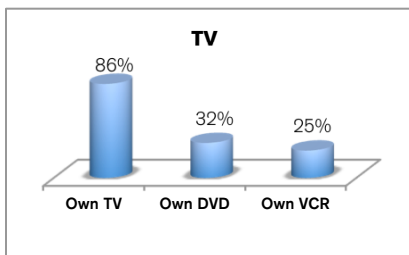
	Sample	VOA Weekly Aud.**	RFA Weekly Aud.**
<b>Sex</b>	%	%	%
<b>Male</b>	40	53	51
<b>Female</b>	60	47	49
<b>Age</b>			
<b>15-24</b>	2	2	4
<b>25-34</b>	22	25	24
<b>35-44</b>	50	41	42
<b>45-54</b>	20	25	24
<b>55-64</b>	6	8	7

	Sample	VOA Weekly Aud.**	RFA Weekly Aud.**
<b>Education</b>	%	%	%
<b>Elementary</b>	0	0	0
<b>Mid-high</b>	88	96	98
<b>Coll./Univ.</b>	11	4	2
<b>Ethnicity/Nationality</b>			
<b>na</b>	na	na	na

	Sample	VOA Weekly Aud.**	RFA Weekly Aud.**
<b>Residence</b>	%	%	%
<b>Urban</b>	6	6	4
<b>Rural</b>	20	0	0
<b>Semi-urban</b>	74	94	96
<b>Language</b>			
<b>na</b>	na	na	na

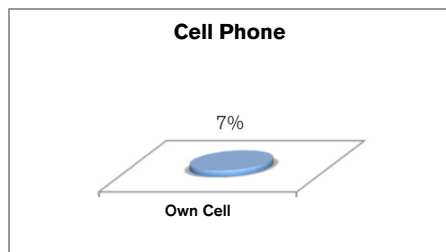
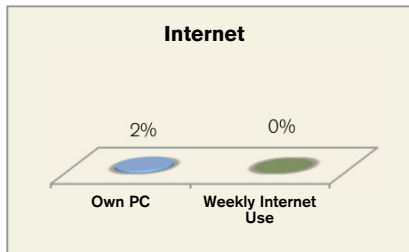
\*\*Weekly reach figures are for listening while in North Korea; 15.2% reported listening to RFA and 12.4% to VOA while in transition. Media use data reflect while respondents were in North Korea.

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



### Most Important Sources of Information

1. Friends and relatives
2. Chinese TV
3. Chinese merchants/smugglers
4. Domestic TV
5. South Korean radio
6. Foreign radio in Korean
7. North Korean radio



### Web Analytics

**VOA**  
**Wkly. Visitors** 6,300  
**Wkly. Visits** 10,000

**RFA**  
**Wkly. Visitors** 4,800  
**Wkly. Visits** 8,400

## C O N T E X T



### Political Situation

- **Freedom House Political Freedom Index (2011): NOT FREE**
- **Economist Intelligence Unit Instability (2010): VERY HIGH RISK**
- North Korea remains one of the most closed and repressive societies in the world. The impoverished country continues to struggle to feed people, and is largely dependent on Chinese economic assistance. Under the rule of Kim Jong-un and the Korean Workers Party, serious and large-scale human rights abuses are common.
- The death of Kim Jong-il in December 2011 further complicated the security environment on the Korean Peninsula, as his 28-year-old son and successor Kim Jong-un has demonstrated the same reclusive tendencies as his father.
- An increasingly porous border with China has provided North Koreans with a greater window to the outside world than in the past, along with smuggled goods. Refugees describe a domestic environment of increasing disillusionment and despair, though this has not produced open protest.
- Relations between North and South Korea remain very tense after an official investigation into the sinking of the South Korean naval ship "Cheonan" concluded that the vessel was sunk by a North Korean torpedo. In response, South Korea has suspended trade with the North, resumed psychological operations and is appealing to the UN and the international community to condemn North Korea's actions.
- North Korea launched its first nuclear weapon in 2006, and multi-lateral talks with China, the U.S. Japan, Russia and South Korea have failed to curb the country's nuclear program. It tested another nuclear weapon in May 2009. In April 2012, North Korea launched a long-range rocket that disintegrated shortly after blast-off.

### Media Environment

- **Freedom House Press Freedom Index (2011): NOT FREE**
- **Reporters Without Borders Index (2011): 141.00 (178/179)**
- The domestic media serve as direct mouthpieces of the regime. Although the constitution provides for freedom of speech and freedom of the press, in reality citizens are banned from access to all outside sources of information on threat of stiff penalties, including detention in labor camps.
- North Korea ranks at the bottom of all indices of media freedom. However, research suggests the enforcement of media restrictions is inconsistent; many North Koreans seem willing to accept the risk to access outside information.
- An increasingly porous border with China, North Korea's chief trading partner, is allowing for greater inflow of media equipment and content – radios, TVs, and South Korean and Chinese DVDs are all sold in North Korea by Chinese traders. Illegal mobile phone ownership and use is making direct contact between ordinary North Koreans and those outside the country possible.
- Among elites, use of computers, MP3 players and flash drives is growing. Those who smuggle South Korean media say flash drives are popular because their small size and easy removal make them safer during household inspections.
- The field of international radio broadcasters into North Korea has grown markedly over the last few years. At least four defector-run NGO broadcasts out of Seoul add to the field of stations sending Korean-language content to the North.
- Although impossible to quantify, it is clear that some North Koreans are listening to international radio. Among recent North Korean refugees international radio listening is a more common behavior than it was among earlier refugees.
- While discussing sensitive information in public is still very dangerous, it appears state social controls no longer to extend into the home or among close friends. As a result, word of mouth communication of outside information appears to be more common.