

P R O F I L E



Voice of America



Language of Broadcast: Portuguese to Africa

Content: 9.5 hrs. of original radio programming per week; Internet

Distribution: 7 affiliates (6 FM, 1 MW); 1 IBB FM in Sao Tome, 1 IBB MW and 5 SW frequencies

Radio: In addition to its shortwave broadcasts, the Service's programs are broadcast by local FM stations in Mozambique, Cape Verde, Guinea-Bissau and Sao Tome and Principe. The service's Mozambique health project is also aired on the youth channel of Mozambique National radio (Radio Cidade –City Radio).

New Media: The Service has a website, an email newsletter, and is available on Facebook and Twitter. Links to the Service's live broadcasts as well as VOA60 Africa and VOA60 Elections videos in Portuguese are available on the website.

Staff: 10

Budget: \$1,928,000

Established: 1976 to present



Portuguese to Africa

P E R F O R M A N C E D A T A *

Audience Size

MILLIONS

Luanda survey (February 2010) estimated 0.3 million weekly listeners [6.2% of a covered population of 4,327,796] and 0.1 million weekly website visitors [2.9%], and a national omnibus survey (May 2009) in Mozambique estimated 1.3 million weekly listeners and 0.1 million website visitors.

VOA

Weekly Reach by Media (%)**

	VOA
Radio	na
TV	na
Internet	na
Total	na

Weekly Reach %

Current national weekly reach data for Portuguese to Africa not available.

VOA

Awareness (%)

VOA
14.9

Credibility

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

	VOA
Radio	na
TV	na

Understanding

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

	VOA
Current Events	na
U.S. Culture	na
U.S. Policies	na

Quality

Combined Scores from audience panel

	VOA
Radio	3.5
TV	na

*Previous surveys indicated total media weekly reach rates for VOA Portuguese to Africa of 11.1% in Luanda, Angola (December 2006) and 25.1% in five cities of Mozambique (October 2005). Current sample of VOA weekly audience is too small for meaningful analysis.

Portuguese to Africa Broadcasting

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

Total Population of Angola 19.6 million and Mozambique 23.1 million

	Sample	VOA Weekly Audience
Sex	%	%
Male	na	na
Female	na	na
Age		
15-24	na	na
25-34	na	na
35-44	na	na
45-54	na	na
55-64	na	na
65+	na	na

	Sample	VOA Weekly Audience
Education	%	%
Primary or less	na	na
Junior School	na	na
High School	na	na
Vocational		
Coll./Univ.	na	na
Ethnicity/Nationality		
na	na	na

	Sample	VOA Weekly Audience
Residence	%	%
Urban	na	na
Rural	na	na
Language		
na	na	na

M E D I A U S E *

TV
Media use data is not available.

Radio
Media use data is not available.

Web Analytics

Weekly Visitors	5,800
Weekly Visits	9,700

Internet
Media use data is not available.

Cell Phone
Media use data is not available.

C O N T E X T



Political Situation

- **Freedom House Political Freedom Index (2011): Angola–NOT FREE; Mozambique–PARTLY FREE**
- **Economist Intelligence Unit Instability (2010): Angola–VERY HIGH RISK (7.6) Mozambique–MODERATE RISK (5.7)**
- As Angola approaches September 2012 elections (only the third election since independence in 1975), the ruling MPLA party overwhelmingly controls the legislature and therefore by terms of the 2010 constitution, the presidency. Jose Eduardo Dos Santos has ruled since 1979.
- 2012 has seen demonstrations by young people in Luanda and Benguela frustrated by their economic and political marginalization by state patronage and corruption. The government has cracked down on opposition and labor union protests with beatings and detentions.
- Mozambique's President Armando Guebuza and the Frelimo Party have been successful at attracting foreign investment (especially in minerals) and aid, and in achieving steady economic growth. Poverty and corruption are widespread, however, and disputes between Frelimo and opposition Renamo parties have been frequent, leading to opposition boycotts of local elections and clashes in Nampula in March 2012.
- The particular legacy of Portuguese colonial administration in Africa means that both Angola and Mozambique populations speak Portuguese to a greater degree than many other Africans speak the colonial languages of their respective countries.

Media Environment

- **Freedom House Press Freedom Index (2011): Angola–NOT FREE; Mozambique–PARTLY FREE**
- **Reporters Without Borders Index (2011): Angola–58.43 (132/179); Mozambique–21.500 (66/179)**
- In Angola, the state-run media dominate all platforms, with private media limited to smaller, often regional, audiences and subject to harassment and intimidation.
- Internet is unregulated by the government and sites often publish criticisms of MPLA and President Dos Santos. However, reach remains low beyond the capital, and even TV and newspaper coverage is limited in rural areas.
- International broadcasters are prohibited by law from broadcasting via dedicated FM stations, though stories from international broadcasters like VOA are often carried by local affiliates including state media.
- Angola is one of the most challenging places in Africa to conduct research; there is very little local capacity, and few regional firms operate in Luanda. Research of any kind is extremely expensive, and coverage of rural areas usually prohibitively so.
- Mozambique enjoys a less restrictive media environment than Angola, and its cities are largely dominated by TV, with broad access in major cities to programming from Portugal and Brazil. Criminal penalties for defamation and libel are often imposed on journalists for articles critical of the president or other leaders. The political opposition complains that state-run TV and radio does not offer it sufficient coverage, although the constitution guarantees media freedom.