

P R O F I L E



Language of Broadcast: Turkish

Content: 2.5 hours of original radio programming; 2 hours of original TV programming; audio and video products on Internet

Distribution: 1 affiliate (1TV); Internet

TV: Turkey's TGRT News TV network carries daily 4 live, 15 minute VOA Turkish newscasts and a 30 minute magazine program each week. VOA Turkish also presents, Monday through Friday, a daily 5-minute live interactive news roundup via Skype on TGRT News TV.

New Media: The Service has web and mobile sites, a Facebook fan page, Twitter and YouTube accounts, and sends a daily email newsletter to 3,600 subscribers. 1.5 hours of weekly radio programming is presented as podcasts via mobile platform and Internet. The Service also produces 1 web-only video and 3 web-only audio products and maintains 5 blogs.

Staff: 7

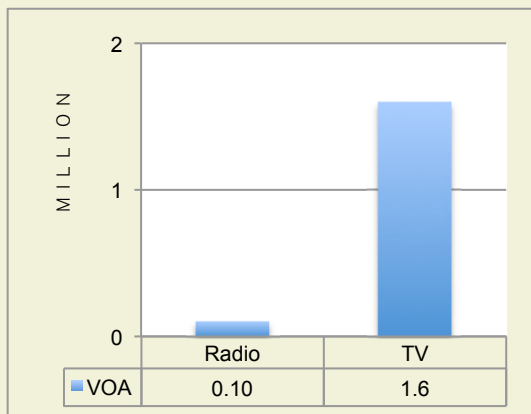


Budget: \$1,219,000

Established: 1942 to 1945; 1948 to present; TV service established in 2005

P E R F O R M A N C E D A T A (Using Data from Turkey, December 2010)

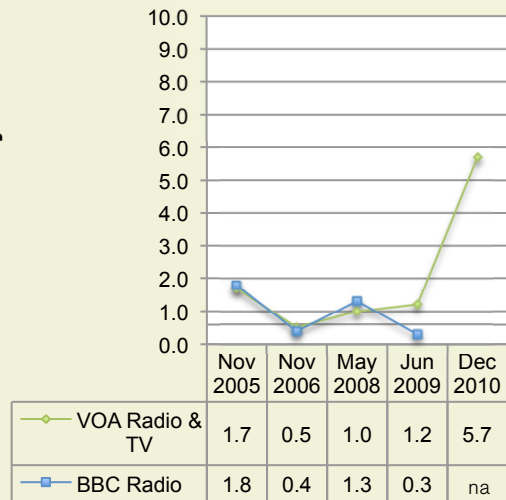
Audience Size



Weekly Reach by Media (%)

VOA	
Radio	0.4
TV	5.5
Internet	na
Total	5.7

Weekly Reach %



Awareness (%)

VOA	
Awareness	na

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" (%)*

	Radio	TV
Current Events	na	na
U.S. Culture	na	na
U.S. Policies	na	na

Quality

Combined Scores from audience panel

VOA	
Radio	3.5
TV	3.4

Turkish

Data are from a December 2010 CATI survey (commissioned by DW and purchased by IBB) of adults (14+) living in areas of Turkey with population of more than 100,000. Includes 51 cities and 136 districts.

* Samples of VOA audience are too small for meaningful analysis.

Turkish Broadcasting

Total Population of Turkey: 74.0 million

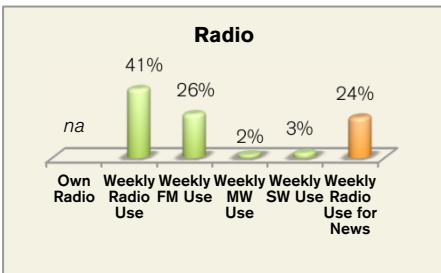
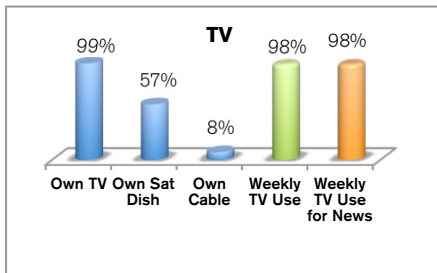
A U D I E N C E C O M P O S I T I O N *

	Sample	VOA TV 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 TV Weekly Audience
Education	%	%
Illiterate/No Formal	na	na
Elem./Inter.	na	na
Secondary	na	na
Coll./Univ.	na	na
Ethnicity/Nationality		
na		

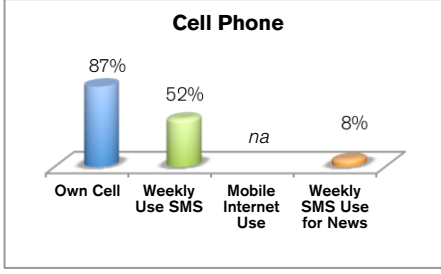
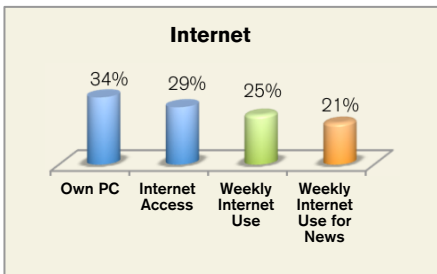
	Sample	VOA TV Weekly Audience
Residence	%	%
Urban	na	na
Rural	na	na
Language		
na		

M E D I A U S E **



Web Analytics

Weekly Visitors	7,700
Weekly Visits	10,800



**Media use data are from a May 2010 nationwide survey of Turkey.

C O N T E X T



Political Situation

- **Freedom House Political Freedom Index (2011): PARTLY FREE**
- **Economist Intelligence Unit Instability (2011): HIGH RISK**
- Since the general election on June 12th there has been a marked escalation of the campaign of violence by the Kurdish terrorist group, the Kurdistan Workers' Party (PKK). In the month up to mid-August more than 30 Turkish soldiers died in attacks, including 13 in a gun battle with insurgents in the south east of the country on July 14th. Following this attack the Justice and Development Party (AKP) government, led by the prime minister, Recep Tayyip Erdogan, promised that the PKK would feel the full force of his government's response, but not until after the holy month of Ramadan, which began on August 1st. However, several more deadly attacks followed and on August 17th the government ordered the Turkish Armed Forces (TSK) to launch air strikes on PKK camps in northern Iraq.
- One of the most important effects of the continued PKK attacks and the government's military response is that the revival of the democratic initiative to try to resolve the Kurdish problem that the AKP promised before the general election looks less likely than before. The government is likely to take an increasingly hawkish attitude, in terms of how to respond to the PKK threat in particular, and the wider social and economic problems related to the Kurdish issue. It has signalled its intention to give increased powers to local law enforcers in the Kurdish populated regions and government-appointed provincial governors, as well as reinforce special paramilitary forces to combat the PKK.

Media Environment

- **Freedom House Press Freedom Index (2011): PARTLY FREE**
- **Reporters Without Borders Index (2011): 70.00 (148/179)**
- A campaign in early 2011 by Turkish authorities has resulted in the arrest of thirteen journalists on charges of conspiring with the so-called Ergenekon plot to overthrow the Justice and Development (AK) Party government. The arrests in turn triggered widespread protests against the growing crackdown on press freedom in the country. In all, some 50 journalists are currently in prison, one of the highest numbers of imprisoned journalists in the world. Turkish police claim the most recent arrests came as a result of information discovered during a search last month of the homes of four journalists associated with the opposition oriented television station, OdaTV. The journalists arrested all who worked for outlets critical of the AK-led government. Turkey's president, Abdullah Gul, publicly admitted the endangerment of civil liberties, claiming the actions are "casting a shadow over the level that Turkey has reached and the image that is lauded by everyone." At the same time, Prime Minister Recep Tayyip Erdogan has defended the arrests.