

P R O F I L E



Language of Broadcast: English, Ndebele & Shona

Content: 12 hrs. of original radio programming ("Studio 7") per week; Internet

Distribution: 1 MW and 2 or 3 IBB SW frequencies

Radio: Though the government of Zimbabwe started jamming the Zimbabwe Service's 909 AM signal in mid-2006, such interference has tapered off to a level best described as intermittent. The service's 3 SW frequencies cover the entire country of Zimbabwe, including the 20 percent of the national territory not reached by the Zimbabwe Broadcasting Corporation.

New Media: The service also has a website (with sections for each language and streaming of programs) and periodically uses SMS as another distribution channel and a method for seeking information from its audience. The service maintains a Facebook page and a Twitter account and sends email newsletters in all three languages.

Staff: 2

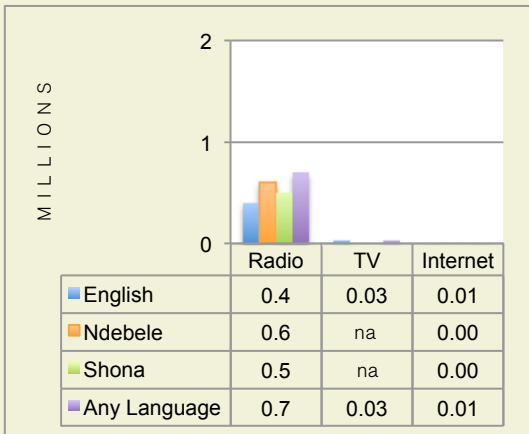
Budget: \$1,340,000

Established: 2003 to present

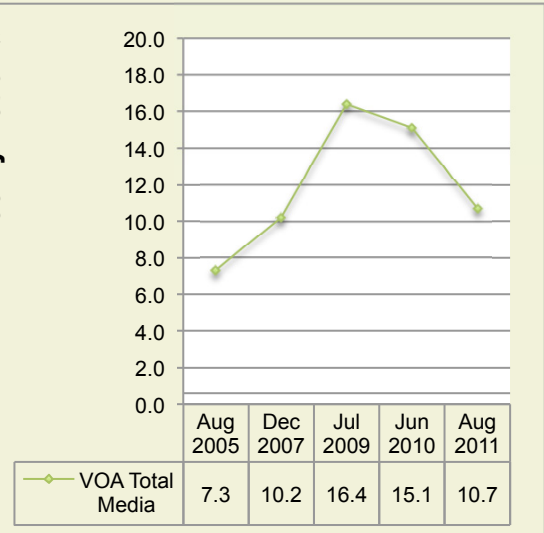


P E R F O R M A N C E D A T A (Using Data from Zimbabwe, August 2011)

Audience Size



Weekly Reach %



Weekly Reach by Media (%)				
	English	Ndebele	Shona	Any Language
Radio	5.4	8.8	7.9	10.3
TV	0.4	na	na	0.4
Internet	0.1	0.0	0.0	0.1
Total	5.8	8.8	7.9	10.7

Awareness (%)	
	VOA
	47

Zimbabwe

Credibility

Percentage of surveyed weekly audience that found broadcasts credible (%)*	
	VOA
Radio	90
TV	na

Understanding

Percentage of weekly audience whose understanding of topics increased "A Great Deal" or "Somewhat" (%)*	
	VOA Radio
Current Events	94
U.S. Culture	63
U.S. Policies	52

Quality

Combined Scores from audience panel	
	VOA
Radio	3.8
TV	3.4

*Credibility/understanding ratings and demographic profile information are for the VOA Zimbabwe Project in any language.

Data are from an August 2011 survey of adults (15+) in Zimbabwe.

English, Ndebele & Shona Broadcasting

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

Total Population of Zimbabwe: 12.1 million

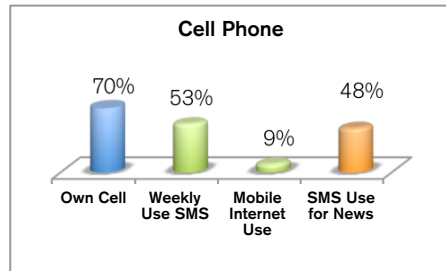
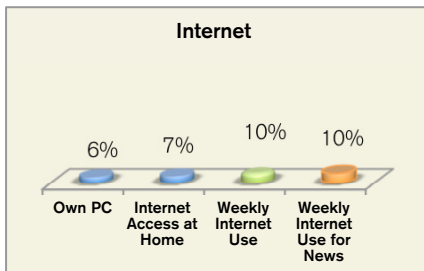
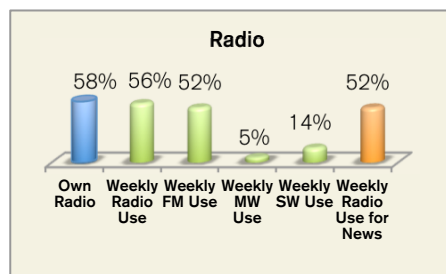
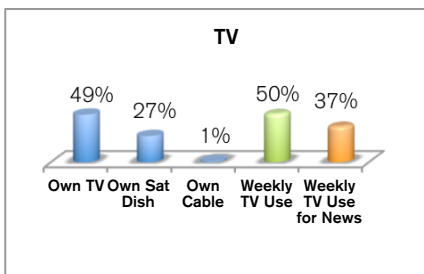
	Sample	VOA Weekly Audience*
Sex	%	%
Male	48	61
Female	52	39
Age		
15-24	37	34
25-34	27	33
35-44	13	14
45-54	9	8
55-64	8	6
65+	6	3

	Sample	VOA Weekly Audience*
Education	%	%
None	6	2
Primary	26	24
Inc Secondary	25	24
Secondary	39	43
Higher	4	7
Ethnicity/Nationality		
Shona	78	74
Ndebele	12	14
Other	10	12

	Sample	VOA Weekly Audience*
Residence	%	%
Urban	39	31
Rural	61	69
Language Spoken At Home		
Shona	82	77
Ndebele	12	17
English	1	1
Other	5	5

*Credibility/understanding ratings and demographic profile information are for the VOA Zimbabwe Project in any language.

M E D I A U S E



Top Ten Media Outlets

1. Radio Zimbabwe
2. ZTV1
3. Power FM
4. SABC
5. Botswana TV
6. National FM
7. Spot FM
8. ZTV2
9. France 24
10. VOA/Studio 7

Top Ten Sources of News

1. Radio Zimbabwe
2. ZTV1
3. SABC
4. VOA/Studio 7
5. Power FM
6. Herald
7. Botswana TV
8. National FM
9. France 24
10. ZTV2

Web Analytics

Weekly Visitors 324,700
Weekly Visits 629,800

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**
- The dispute over the country's electoral timetable has not been resolved: President Robert Mugabe had insisted that the latest possible date for polls will be March 2012—a stance rejected by both the mainstream and the minority wings of the Movement for Democratic Change (MDC), with Morgan Tsvangirai, the MDC leader and prime minister, promising that elections will be held only after a new constitution has been drafted and approved at a national referendum, and new electoral laws are in place. Welshman Ncube, who leads the breakaway MDC-N movement, has been even more dismissive, saying that the drafting of a new constitution has not even started and that elections cannot be held before 2013.
- Work on drafting a new constitution is already more than a year behind schedule, suggesting that a referendum on a new measure will not be held until early next year. Thereafter the MDC will demand the compilation of a new electoral register, a process that will take several months at least. It is feasible that Mr. Mugabe's Zimbabwe African National Union-Patriotic Front (ZANU-PF) will simply skip this part of the process, but any such elections would be unlikely to be recognised by the international community—and possibly not by African states either.
- Continued disputes over the election schedule underscore the fact that many of the steps agreed by the signatories of the Global Political Agreement (GPA) that created Zimbabwe's Government of National Unity (GNU) have still not been implemented, three years after the GPA was signed in September 2008. Promised media and electoral reforms are not in place, while repressive legislation such as the Public Order and Security Act and the Access to Information and Protection of Privacy Act has yet to be repealed.

Media Environment

- **Freedom House Press Freedom Index (2011): NOT FREE**
- **Reporters Without Borders Index (2011): 55.00 (117/179)**
- Strict government control of the media continues, but there are some signs of liberalization. A new private newspaper was granted a license to print in May 2010—the first in seven years—and the newly formed Zimbabwe Media Commission theoretically has a mandate for reforming the media sector.
- With wide availability of cheap reception hardware, free-to-air satellite programming from South Africa via SABC, and constrictions on the local media scene, ownership of satellite dishes and viewing of foreign TV programming has risen substantially. Greater usage of external satellite TV appears to be one of the factors leading to a decline in the VOA audience, though this phenomenon may be reversed due to plans to encrypt the South African channels.
- Local journalists are subject to intimidation and imprisonment, and foreign journalists are regularly denied credentials or harassed in other ways. Strict media laws have been used to restrict the activities of private media outlets and journalists.
- Despite the controls on domestic media, a number of international stations broadcast into the country via shortwave radio, including not only VOA, BBC, and Deutsche Welle but also two stations run by expatriate Zimbabweans, Voice of the People and SW Radio Africa. The government has periodically jammed these shortwave broadcasts.
- Media access and use are very sensitive issues in Zimbabwe, and interviewees must secure permission to conduct interviews from the local authorities in each area they visit. Any study mentioning international broadcasters is met with suspicion by authorities loyal to the ruling Zanu-PF party, and at times local authorities will deny permission to researchers.