



## BROADCASTING BOARD of GOVERNORS



**INTERNATIONAL BROADCASTING BUREAU**  
**VOICE of AMERICA**  
**Office of Cuba BROADCASTING**  
**RADIO FREE EUROPE/RADIO LIBERTY**  
**RADIO FREE ASIA**  
**RADIO SAWA**  
**RADIO FARDA**

# 2002 ANNUAL REPORT

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ON THE COVER: (Clockwise from top left) Radio Sawa broadcaster Ghassan Hammoud talks with a woman in Dubai, United Arab Emirates; RFE/RL Afghan Service correspondent Ahmad Takal interviews a former Kabul police chief; broadcaster Katia Wakim works on a computer in the Radio Sawa newsroom in Washington, D.C.; Radio Farda reporter Mahtab Farid broadcasts from one of Farda's Washington, D.C., studios.



Kenneth Y. Tomlinson  
Chairman  
Broadcasting Board of Governors

## To the President of the United States and the Congress of the United States:

As required by Section 305(a) of Public Law 103-236, the U.S. International Broadcasting Act of 1994, the Broadcasting Board of Governors (BBG) respectfully submits its seventh annual report. It summarizes the activities of the U.S.-funded international broadcasting services of the Voice of America, including Radio Sawa and Radio Farda; Radio and TV Marti; Radio Free Europe/Radio Liberty; and Radio Free Asia.

On October 1, 1999, the bipartisan, presidentially appointed BBG assumed sole supervision of U.S. international broadcasting, in accordance with the 1998 Foreign Affairs Reform and Restructuring Act (P.L. 105-277). This act established the BBG's supervisory responsibility for all U.S. non-military international broadcasters.

In 2002, U.S. international broadcasting played an important role in the war on terrorism, moving quickly and decisively to bring truthful and accurate news and information to critical areas of the world. Using all available radio technologies, the BBG reached out to the Middle East and Central Asia with over 51 hours of increased programming daily. In some countries, broadcasting was increased by more than 100 percent. Overall, our broadcasters worked in more than 50 languages, providing a model of journalism that reflects the United States' democratic values.

U.S. international broadcasting looked ahead to the challenges of the 21st century, mindful of the need to recognize and target distinct media markets. A five-year strategic plan, "Marrying the Mission to the Market," underscores the importance of employing modern communications techniques to promote freedom and democracy by bringing the world objective news about the United States and the world. Again in 2002, the men and women of international broadcasting proved themselves up to the challenges facing them.



# OVERVIEW

The Broadcasting Board of Governors (BBG), a multimedia, research-driven U.S. international broadcasting system, demonstrated its flexibility in 2002 by reaching new audiences around the world with its varied distribution channels: short-wave, medium wave (AM), FM, television, audio and video satellite and Internet. As a key player in the war on terrorism, the BBG, which oversees all U.S. non-military international broadcasting, focused on priority markets in countries where

America's voice is often distorted or not heard at all.

Target areas included the Middle East, Central and Southeast Asia, North Korea and Cuba, as well as major markets such as China and Russia.

At the same time, BBG served millions of listeners in Africa with daily news as well as important facts about health, AIDS, democracy-building, rule of law and the status of women.

In the Middle East, the BBG launched Radio Sawa, a youth-oriented, 24-hour-a-day, seven-day-a-week Arabic-language radio station that became an instant success. In Afghanistan, the BBG created a round-the-clock stream of programming in Dari and Pashto to keep Afghans abreast of the latest news and information as they rebuild their war-torn country.

The BBG also secured funding for medium-wave transmitters that will broaden the reach of U.S. international broadcasting and allow the Afghan government to create its own radio network. For Iran, the BBG started Radio Farda, a Persian-language radio station that features news and entertainment aimed at listeners under 30. This popular station complements the Voice of America's (VOA) Persian radio and two satellite television programs to Iran.

With a budget of \$544.5 million, the BBG entities strengthened their programs to make them interactive with roundtables and call-in shows. They provided an outlet for millions of people who cannot make their voices heard in their own countries. The organization remained on the cutting edge of fighting Internet censorship and jamming. Throughout the year, the BBG, an independent agency, served as a firewall to ensure journalistic independence and credibility.

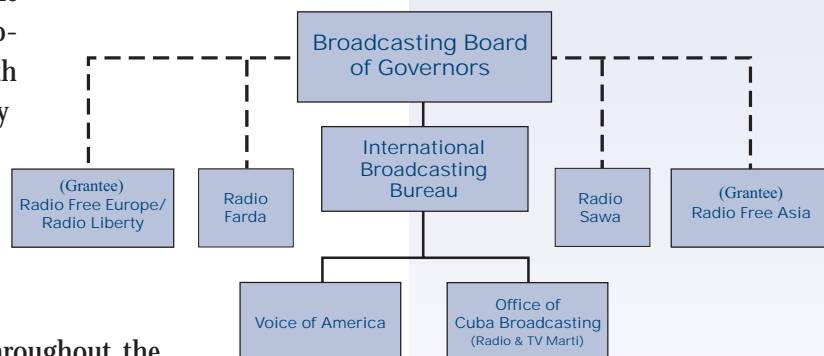
## Mission Statement

To promote and sustain freedom and democracy by broadcasting accurate and objective news and information about the United States and the world to audiences overseas.

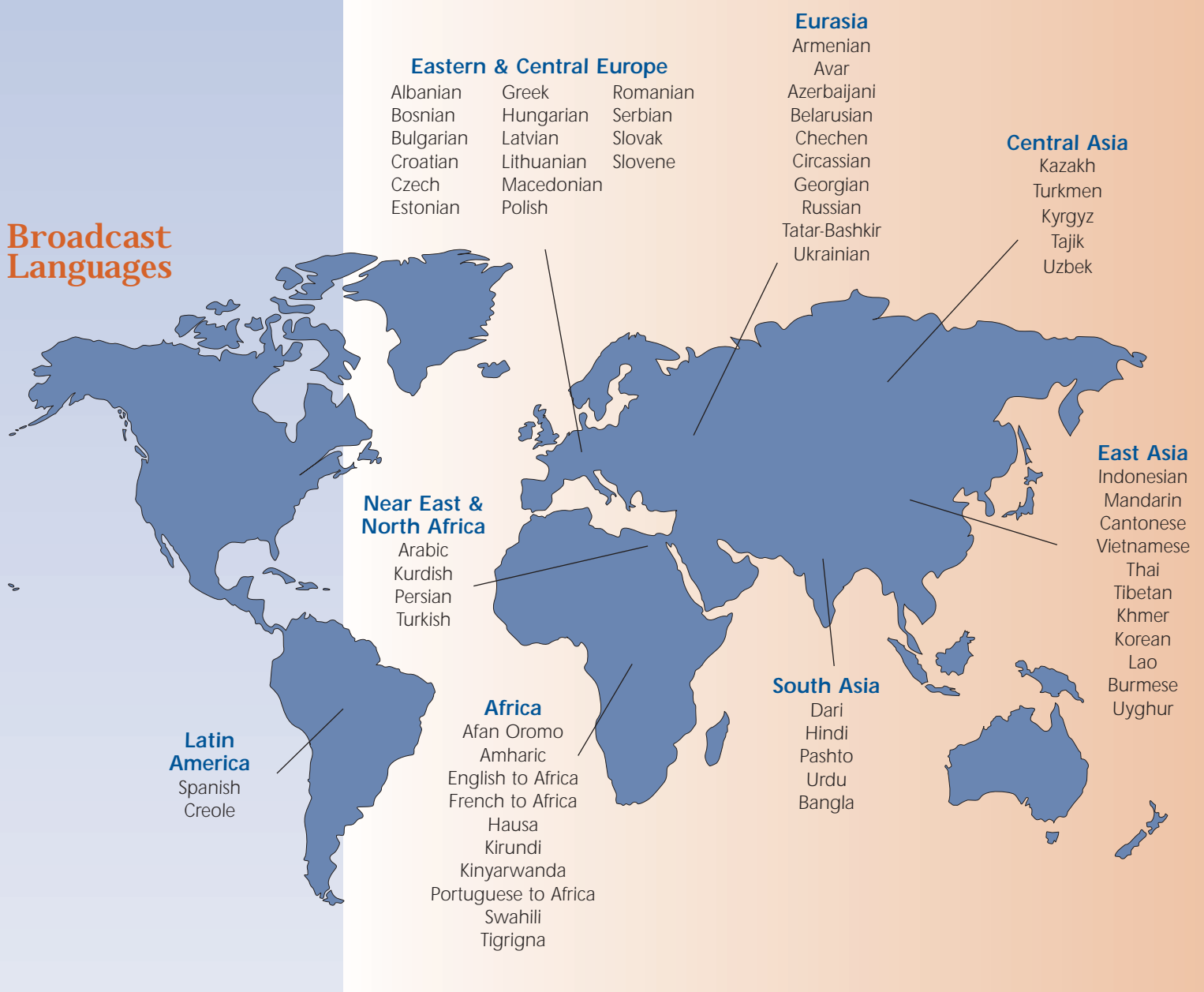
## Strategic Goals

- Design a broadcasting architecture for the 21st century.
- Expand the U.S. international broadcasting system through regional networks and single-country initiatives.
- Employ modern communication techniques and technologies.
- Preserve credibility and ensure overall programming excellence.
- Revitalize the telling of America's story.
- Marry the mission to the market.

## U.S. International Broadcasting



# Broadcast Languages



“We need to understand the importance of maintaining the strength of public diplomacy and the traditions of international broadcasting. I am convinced that we will not be successful in our overall mission of delivering our message to the world if we fail to grasp that these are two different spheres and that they operate according to two different sets of rules.

It is very important that government spokesmen take America’s message to the world—passionately and relentlessly. We should not be ashamed of public advocacy on behalf of freedom and democracy and the United States of America.

International broadcasting on the other hand is called upon to reflect the highest standards of independent journalism as the best means of convincing international audiences that truth is on the side of democratic values.

These arms of public diplomacy should be parallel pursuits because the effectiveness of either is adversely affected when one attempts to impose its approach on the other.”

—Kenneth Y. Tomlinson, Chairman, Broadcasting Board of Governors, before the Senate Foreign Relations Committee, delivered in 2003

# VOICE of AMERICA

Employees: 1,353

Budget: \$147,588,000

Languages: 53



David S. Jackson  
Director, VOA

Throughout 2002, the Voice of America (VOA) played a key role in America's war on terrorism. As mandated by its Congressional charter, VOA provided reliable and authoritative news in 53 languages to more than 90 million radio listeners and television and Internet viewers around the world.

VOA tells America's story, broadcasting news reports of political developments in the United States as well as broad discussion of social and cultural issues. VOA's music, education and cultural features, along with call-in and English-teaching programs, contribute to the broad depth of coverage. VOA also broadcasts daily editorials reflecting the views of the U.S. government.

In 2002, VOA's reporters in Washington and more than 20 bureaus worldwide covered developments in the war on terrorism, from Presidential speeches and United Nations debates to humanitarian aid projects in Afghanistan. VOA's international reputation for credibility gave it access to newsmakers and events around the globe, resulting in programs that were particularly valued by people in countries where information is restricted or distorted. As one grateful listener said: "When I hear it on VOA, I know it is true."



VOA Burke Award winners (left to right) Feng Ji, Mary Arobaga-Reardon and Jeff Daugherty.

## VOA's Burke Award Winners

Co-winners Mary Arobaga-Reardon (reporter/producer with VOA's Africa Division) and Jeff Daugherty (video photographer) risked life and limb for their half-hour television special, "Life in Nigeria's Niger Delta," uncovering the real story behind the oil fields in Nigeria. Their piece focused on how oil affects wealth distribution, human rights and environmental violations.

The journalists came under attack by various groups—they were assailed by Nigerian police, stoned by disgruntled demonstrators, accosted by machete-wielding locals and briefly held for ransom by an ex-army chief.

"This is the kind of reporting that has given VOA its reputation for quality," said VOA Director David Jackson. "Stories like these are hard to get—but they can really make a difference."

Shortly after the documentary was produced, Nigerian President Olusegun Obasanjo promised to increase funding for development programs in the Niger delta region. In addition, the Shell Petroleum Development Company of Nigeria has asked Arobaga-Reardon to return to the region and reappraise their social and environmental efforts.



VOA producers in the control room monitor radio and TV simulcast programming emanating out of a studio in VOA's Washington, D.C., headquarters.

## VOA Awards in 2002

- VOA Turkish received the 2002 International Friendship and Peace Award from the Association of Radio and Television Journalists in Ankara in recognition of its news and information programming.
- VOA's *News Now* Web site was given the Standard of Excellence Award by the Web Marketing Association.



VOANews.com Web page.

- John Kamm, VOA Mandarin Service consultant, received the Eleanor Roosevelt Human Rights Award at a White House ceremony for engaging China in a human rights dialogue.
- VOA-TV received the CINE Golden Eagle Award for its feature production of "The Lost Boys: Journey to Freedom."
- VOA-TV producer Deborah Block won the 2002 Videographer Award of Excellence for her video, "The High Price of Prejudice," describing the internment of Japanese-Americans during WWII.
- VOA's Andre de Nesnera was presented with the American Foreign Service Association's Tex Harris Award for Constructive Dissent for his efforts as news director.

## VOA Firsts in 2002

- President George W. Bush celebrated VOA's 60th Anniversary with a visit to VOA and a speech broadcast around the world on radio and television.
- Expanded broadcasting coverage and programming in 16 countries, including Russia, Mexico, Nigeria, China, Iran, Iraq, Afghanistan, North Korea, Uzbekistan, Bangladesh, Turkey and Pakistan.
- Created new programs for North Koreans, including *North Korean Periscope* and *North Korean Defectors' Odyssey* to provide a forum for defectors.
- Successfully launched new Internet and electronic newsletter initiatives in Mandarin, Indonesian, Spanish, Vietnamese, Hausa, Slovak and Persian.
- Tripled Indonesian Service audience. More than 7.8 million Indonesians (6.1 percent) now listen to or view VOA programs every week.
- Launched first Kurdish call-in show, *Hello Washington*, focusing on human rights, culture and the democratic representation of Kurds.
- Introduced first Great Lakes Region HIV/AIDS Awareness Program, a cooperative arrangement between the Central African Service and the National Radio of Rwanda.
- Established a new one-hour weekly Persian-language magazine-style TV show, *Next Chapter*, to appeal to Iranian youth.
- Launched a daily 30-minute Spanish broadcast, *Enfoque Andino*, to the Andean region of South America.
- Created a Spanish-language weekly news and feature program, *Ventana a Cuba*, aimed at Cuba.
- Organized panel discussions, television programs and a live town hall meeting in northern Nigeria to focus on political institution-building and AIDS prevention.
- Initiated the merger of WORLDNET television into VOA-TV.



President Bush speaks at a VOA ceremony honoring its 60th anniversary.

# Radio FREE EUROPE/Radio LIBERTY

Employees: 593  
Budget: \$79,127,000  
Languages: 30



Thomas A. Dine  
President, RFE/RL

**R**adio Free Europe/Radio Liberty (RFE/RL), a non-profit international communications organization, broadcasts more than 1,000 hours of programming a week in 33 languages to Central, Eastern and Southeastern Europe; Russia; the Caucasus; and Central and Southwestern Asia. A comprehensive news and information operation based in Prague, Czech Republic and Washington, D.C., RFE/RL has 30 bureaus around the world.

In 2002, RFE/RL continued its emphasis on regions in the front line of the U.S.-led war on terrorism. The result: more than half the languages broadcast by RFE/RL are aimed at areas where the majority populations are Muslim. RFE/RL launched new services: Radio Free Afghanistan broadcast in Dari and Pashto, and in Avar, Chechen and Circassian to the North Caucasus region of Russia. It also increased broadcasts to Iran, Iraq, Uzbekistan, Tajikistan, Kazakhstan, Kyrgyzstan, Turkmenistan and Azerbaijan.



**RADIO FREE EUROPE  
RADIO LIBERTY**

RFE/RL ended Czech-language broadcasts on September 30, 2002, in order to make resources available for higher-priority broadcasts.

RFE/RL's activities reinforced its mission to promote democratic values and institutions by disseminating accurate and objective news, information and ideas. It focuses on places where the media are engaged in a transition from totalitarian control and where economic chaos, censorship, government intimidation and other threats to free media remain.

RFE/RL's Web site ([www.rferl.org](http://www.rferl.org)) remained popular, reporting an average of more than 6.2 million page views per month. In addition, RFE/RL distributes monthly by e-mail some 750,000 copies of information and analyses about the countries to which it broadcasts.



RFE/RL's Web page.

## RFE/RL's Burke Award Winner

Zamira Eshanova, a broadcaster with RFE/RL's Uzbek Service, took exceptional risks to ensure her listeners were given accurate, up-to-date news about Uzbekistan and neighboring Afghanistan after the events of September 11, 2001.

"Zamira produced extraordinary reporting from the front lines of the



BBG Governor Robert M. Ledbetter, Jr. (right) and RFE/RL President Thomas Dine congratulate Zamira Eshanova on winning the 2002 David Burke Award for Distinguished Journalism, presented to her in Prague.

war on terrorism and on behalf of democracy and human rights conditions," said Thomas A. Dine, RFE/RL's president.

She covered stories such as developments at military bases around the border city of Termez, the secret movement of U.S. troops into Uzbekistan and the arrival of humanitarian aid in Northern Afghanistan.

Several times Zamira encountered belligerent soldiers who threatened to shoot her. In Afghanistan, she became a Taliban target. Through it all, Zamira coped with uncooperative Uzbek authorities and their disdain for independent journalists, particularly women.



## 2002 RFE/RL Award Winners

- RFE/RL (President Thomas A. Dine) received the:

2002 "Freedom of Speech" prize from the Franklin and Eleanor Roosevelt Institute in the Netherlands, in recognition of RFE/RL's "ceaseless support for the cornerstone of democracy—the free exchange of ideas."

Latvian Order of the Three Stars, for service in the cause of democracy and freedom and helping create the conditions that led to the restoration of Latvia's independence.

Lithuanian Order of Grand Duke Gediminas, for services to the cause of the integration of Lithuania into transatlantic structures.

- Mehrangiz Kar, Persian Service commentator, received the 2002 Ludovic Trarieux Prize for International Human Rights, awarded by the Bordeaux Bar Association in Paris, France.
- Vlado Azinovic, South Slavic and Albanian Service broadcaster, and Julie Corwin, senior regional analyst, were awarded the 2002 Bernard Osher Fellowships to support research into RFE/RL's history at the Hoover Institution at Stanford University in Palo Alto, California.
- Erzhan Karabek, Kazakh Service broadcaster, won an award at the First Central Asian Festival of Ecological Journalism in Bishkek, Kyrgyzstan, for an investigative story on oil production in the Atyrau region.
- Jan Jun, Czech Service senior broadcaster, won the 2002 Ferdinand Peroutka Award for achievements in journalism in the Czech Republic.

## RFE/RL Firsts in 2002

- Broadcast of Radio Free Afghanistan in Dari and Pashto.



A RFE/RL round table about Tatar mass media was held in Kazan in August 2002, and broadcast on Tatarstan Television for the first time in radio history.

- Broadcast in Avar, Chechen, Circassian and Russian to the North Caucasus.
- Hosted First Lady Laura Bush in Prague office where she delivered a speech to the people of Afghanistan.
- Held locally televised roundtable discussion in Kazan, Tatarstan/Russia.

A second roundtable, produced jointly by RFE/RL and local television stations, took place in Tbilisi, Georgia.

- Entertained 375,000 requests to listen to RFE/RL Internet audio in one month.
- Streamed video broadcast on RFE/RL's Web site of South Slavic and Albanian Service *TV Liberty* program.
- Reported on "Southwestern Asia and the Middle East" in daily RFE/RL *Newsline*®.
- Organized visits by six heads of state—Albania, Armenia, Croatia, Georgia, Latvia, Montenegro—to RFE/RL's Prague offices during the NATO Summit.
- Broadcast Radio Farda, a joint RFE/RL-VOA Persian-language service, to Iran.

RFE/RL President Thomas A. Dine, receives on behalf of RFE/RL the 2002 "Four Freedoms" award in recognition of RFE/RL's contributions to the spread of free speech throughout the world. To the right of Dine is former South African President Nelson Mandela, a fellow 2002 award recipient. (Photo: Wilma Wijers Fotografie)



# RADIO FREE ASIA

Employees: 266

Budget: \$25,785,000

Broadcast Languages: 12



Richard Richter  
President, RFA

**R**adio Free Asia (RFA) broadcasts daily in 12 languages and dialects to listeners in Asia whose own governments restrict freedom of information and expression. In addition to accurate and timely news and information, RFA also airs a wide range of voices and opinions from within Asia—illustrating for Asian listeners, many of whom have never encountered it in their own lives, what freedom of expression really means.

As a surrogate broadcaster, RFA focuses primarily on events occurring in or otherwise directly affecting its target countries. Through shortwave transmission and the Internet, RFA broadcasts in Mandarin, Cantonese, Wu, Uyghur, three dialects of Tibetan, Burmese, Vietnamese, Korean, Lao and Khmer. Each language service is staffed entirely by native speakers, and the programming of each service is unique.

All broadcasts originate from RFA's Washington, D.C., headquarters, with reports from bureaus in Hong Kong, Tokyo, Taipei, Phnom Penh, Dharamsala, Bangkok, Seoul and Ankara. RFA broadcasts include reporting from numerous stringers elsewhere around the world. Call-in programs—four in Mandarin, one in Tibetan, one in Cantonese and one in Uyghur—also provide unusual insight into the lives of ordinary people living under Chinese rule, allowing callers to express their views and exchange ideas with one another.

RFA follows the strictest journalistic standards of objectivity, integrity and balance. Maintaining credibility among listeners is RFA's top priority.



RFA Mandarin Service broadcaster Peter Zhong (third from left), with (from left) Mandarin Service Director Jennifer Chou, President Richard Richter and Executive Editor Dan Southerland.

## RFA's Burke Winner

RFA broadcaster Peter Zhong was taught in China that a journalist's first objective is to report the truth. But that was in the mid-1980s, when Zhong was a student and China was enjoying far-reaching reforms ushered in by then paramount leader Deng Xiaoping.

Everything changed with Beijing's June 4, 1989, crackdown on pro-democracy protesters, said Zhong, a winner of the 2002 David Burke

Distinguished Journalism Award for his weekly "Investigative Report."

"One of my first investigative reports after university was about Tiananmen Square," he said. "I had witnessed authorities brutally killing peaceful protesters. The next day the official media reported that students had brutally killed Chinese soldiers. I was shocked. I was always taught in journalism school to tell the truth... But the official Chinese media had lied."

Zhong's education had left indelible lessons, however, and as the Chinese authorities systematically reversed a decade of liberalization, he decided to leave the country to put his learning to use.

On the weekly program he now broadcasts for RFA's Mandarin Service, Zhong investigates stories the Chinese media have reported inaccurately or failed to report at all.

He also aims to draw attention to the lives of ordinary people, left to fend for themselves in an increasingly market-driven economy without adequate safety nets and often exploited by unscrupulous employers and officials.



Jill Ku, host of RFA's Mandarin-language call-in program "Voices of the People," at the RFA studio.

## 2002 RFA Award Winners

- Tanya Lau, Cantonese Service broadcaster, won a Silver World Medal in The New York Festivals Radio Programming Profiles/Community Portraits category for her five-part series, "September 11th and Chinatown."
- Won-Hee Lee, Korean Service broadcaster, won a Bronze World Medal in The New York Festivals Radio Programming in the History category for her program, "Womens International War Crimes Tribunal: Japan's Responsibility for the Sexual Slavery of 'Comfort Women.'"
- Zhang Min, Mandarin Service broadcaster, won three awards:
  - The Radio-Television News Directors Association's Edward R. Murrow Regional Award for "Died for Others," a news documentary.
  - The New York Festival's Radio Programming Bronze World Medal for a three-part series, "Red Terrorism During China's Cultural Revolution."
  - The American Women in Radio & Television's Gracie Allen Award for "Moving Toward Happiness: Where is the Path?"

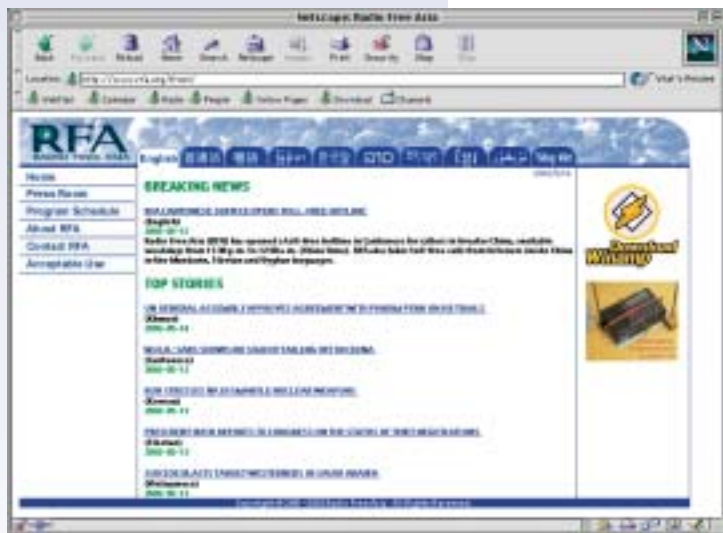
## RFA Firsts in 2002

- Secured exclusive worldwide Mandarin-language broadcast rights to *Disidai* (*The Fourth Generation*), an inside account of China's leadership transition.
- Broadcast first news that Chinese authorities had detained 23 people suspected of leaking documents related to Beijing's 1989 military crackdown on pro-democracy demonstrators.
- Interviewed Tibet's longest-serving political prisoner after he was freed on medical parole, and conducted an exclusive interview with a major Tibetan Buddhist leader, the Karmapa.
- Obtained a rare and exclusive interview with the leader of a Uyghur separatist group, the East Turkestan Islamic Movement.
- Aired the first interview with the mother of jailed cyber-dissident Le Chi Quang, five months after he was detained for publishing essays the Vietnamese government labeled treasonous.
- Provided exhaustive coverage of Cambodia's February 3, 2002, communal elections, broadcasting all debates preceding the elections.



RFA Khmer Service host Yanny Hin with guest Khoem Saophoan, a police brigadier general from the anti-drug authority.

- Broadcast in Lao on the reemergence of a senior cabinet minister after a three-month leave of absence.
- Aired a series of interviews with North Koreans who later stormed the Spanish Embassy in Beijing seeking political asylum.
- Interviewed Burmese opposition leader Aung San Suu Kyi after she was freed from 19 months under house arrest.
- Produced in-depth series on China's booming prostitution industry and the well-connected patrons who support and profit from it.



RFA's Web page.

# Office of Cuba Broadcasting

Employees: 163  
Budget: \$24,872,000  
Language: Spanish

## OCB Firsts in 2002

- Reached out to young people in Cuba with new music and information programming such as *Alto Voltaje* (*High Voltage*) and *Rapeando* (*Rapping*).
- Launched a women's morning magazine program entitled *Con Voz Propia* (*In My Own Voice*) that blends analysis of key topics with musical entertainment.
- Redesigned the OCB Web site to enhance visual appeal and provide streaming audio and video.
- Covered live the ceremony in Strasbourg, France, in which Cuban pro-democracy activist Oswaldo Payá Sardiñas was awarded the European Parliament's Sakharov Prize for Freedom of Thought.
- Initiated TV Martí broadcasts in prime-time hours.
- Carried live Major League Baseball play-off games and the World Series on both Radio and TV Martí.



Pedro V. Roig  
Director, OCB  
(Appointed 2003)

The Office of Cuba Broadcasting (OCB) incorporates both Radio and TV Martí, which are dedicated to providing accurate, reliable and objective news and information to Cuba, and to promoting freedom and democracy in that country. Radio and TV Martí also emphasize U.S.-Cuba relations, the state of the Cuban economy, international human rights, dissident movements on the island and international news and issues of interest to the Cuban people. In addition, programs focus on the principles of civil society, democracy and freedom of the press.



OCBs eye-catching Web page.



OCB reporters interview Cuban dissident Oswaldo Payá Sardiñas, winner of the Sakharov Prize for Freedom 2002.

OCBs new youth-oriented program, *High Voltage*, with hosts Miguel Vázquez (left) and Víctor González.



# INTERNATIONAL BROADCASTING BUREAU

Employees: 1,033  
Budget: \$259,100,000

## IBB Firsts in 2002

- Completed successful reorganization of the Office of Marketing and Affiliate Relations, building on a research-based model to increase U.S. international broadcastings reach.
- Signed agreements for IBB-owned FM radio stations in Abidjan, Cote d'Ivoire, and in Freetown, Sierra Leone, bringing VOA programming to those cities 24 hours a day, seven days a week.
- Opened marketing offices in Bangkok, Thailand, and Johannesburg, South Africa.
- Completed brand revitalization project, and continued to work to improve brand awareness of IBB entities.
- Installed, renovated or started construction of medium-wave (AM) transmitters in Kuwait, Cyprus, Djibouti and Afghanistan.
- Installed FM stations in seven Middle Eastern locations and in Afghanistan.
- Organized a series of monthly VOA concerts that drew thousands of visitors into the Cohen building.
- Increased effectiveness of direct e-mailing of information to China.
- Increased efforts to counter blocking of VOA and RFA Web sites.



An IBB antenna maintenance technician, known as a "rigger," works on an IBB antenna tower in Indonesia.

In the days just before coalition forces went into action in Iraq, VOA's Persian Service asked for critical improvements in its ability to send the people of neighboring Iran better and sharper Internet and television services. Within hours, the International Broadcasting Bureau (IBB) engineers found the answers, and America's signal—at a crucial moment for U.S. policy in the region—went out to Iran stronger and clearer than ever.

there with the news the local population wanted and the humanitarian information they needed.

The IBB stands at the center of the daily operations that allow America to communicate directly with audiences in every populated region of the globe. In addition to providing transmission, marketing and other critical support services for the entire network of U.S. international broadcasts, the IBB is responsible for VOA and Radio and Television Martí.

Headed by Director Seth Cropsey, the IBB encompasses the Offices of Engineering and Technical Services; Chief Financial Officer, Policy and Civil Rights; the Management Directorate including Administration, Personnel, Computing Services, Contracts and Security; and the Program Support Directorate including Marketing and Affiliate Relations, Research, Internet Services, Program Review and Public Affairs.



Seth Cropsey  
Director, IBB

IBB's marketing services also played an important supporting role in the liberation of Iraq. IBB negotiated successfully to broadcast the VOA, Radio Sawa and Radio Free Iraq signals from FM antennas located in Erbil and Sulimaniyah, the Kurdish stronghold cities of northern Iraq. When the war began, U.S. international broadcasting was



The American Boychoir performs in the Cohen Building in May 2002 as part of VOAs Noontime Concert Series. The concerts by acclaimed American musicians were broadcast to listeners worldwide.



## IBBs São Tomé Transmitting Station Faces Unique Challenges

**SÃO TOME**—IBB's São Tomé transmitting station, set on an island in the Atlantic Ocean off the coast of Africa, offers unique challenges for the staff charged with ensuring that Voice of America (VOA) programs are delivered to millions of listeners by medium wave (AM), FM and shortwave.

"São Tomé gives us wonderful access to Central and Western Africa," said George Moore, director of IBB's Office of Engineering and Technical Services, which oversees the São Tomé station. "If we didn't have our station there, we wouldn't be able to reach nearly as many listeners in more than six languages."

IBB's permanent facility opened in 1996 on São Tomé, an island about 30 miles long and 15 miles wide. Along with its sister island, Príncipe, São Tomé forms one of Africa's smallest countries with a population of roughly 155,000. A former Portuguese colony, São

Tomé is 135 miles off the coast of Gabon.

Staffed by about 30 people, including three IBB employees sent from the United States, the São Tomé site is located on 346 acres about five miles from the capital's center. The facilities include a 600 kilowatt AM transmitter, several shortwave transmitters, a power plant, a

warehouse and staff housing. The FM transmitters, which allow São Toméans to listen to VOA, are located several miles away.

Although São Tomé is thought to sit upon vast, undeveloped oil reserves, fuel must be delivered to the IBB transmitting station about every eight months. More than 300,000 gallons of diesel fuel are brought in regularly to allow the São Tomé station to generate its own power. This complex offloading procedure takes about 24 hours.

Satellite antennas outside the main transmitter and administration building at IBB's São Tomé Relay Station.



FAR RIGHT:  
One of IBB's  
transmitting towers.

RIGHT:  
Construction in progress  
on IBB's medium-wave  
station in Djibouti.



# Radio Sawa

With the flick of a switch on March 23, 2002, a groundbreaking event in the history of U.S. international broadcasting occurred: the birth of Radio Sawa. The 24-hour, seven-days-a-week Arabic-language radio station aimed at young listeners across the Middle East became an instant success, attracting millions of fans. By the end of 2002, Radio Sawa ([www.radiosawa.com](http://www.radiosawa.com)) was the most popular international station in a number of places, including Amman, Jordan, where it was listed as number one among its target audience.

Radio Sawa, the brainchild of Norman J. Pattiz, a member of the Broadcasting Board of Governors, is unique in the Middle East. It broadcasts an upbeat mix of Western and Arabic pop music along with up-to-the-minute news, news analysis, interviews, opinion pieces, sports and features on a wide variety of political and social issues. With the motto, "You listen to us, we listen to you," Radio Sawa interacts with its audience, making a personal connection with listeners.

Programming originates from Washington, D.C., and is broadcast across the region, using a combination of medium-wave (AM) and FM transmitters, digital audio satellite, shortwave and the Internet. Five streams tailored to specific parts of the Middle East ensure listeners receive news they can use delivered in the dialect of the region.

"Radio Sawa has succeeded beyond our expectations," Pattiz said. "This popular station has given the United States a way to communicate directly with people in the Middle East where 60 percent are under the age of 30." Radio Sawa has been featured in thousands of newspaper and magazine articles around the world.

Radio Sawa's news coverage is directed by Mouafac Harb, a veteran journalist and broadcaster. Harb said Radio Sawa's news has become a hit in the Middle East because "we stress accuracy, fairness and objectivity." Harb directs a staff of over 100 Arabic-speaking correspondents, writers, producers and broadcasters.

BBG Governor Norman J. Pattiz (right) talks about Radio Sawas news coverage with Mouafac Harb, director of network news, in Sawas Washington, D.C., newsroom.



Radio Sawas Web page.

BELOW: Radio Sawa broadcasters Adil Cherkaoui (left) and Reem Abaza read the news in one of Radio Sawas studios in Washington, D.C.



# Radio FARDA

**R**adio Farda, a 24-hour, seven-days-a-week Persian-language radio station, became in December 2002, U.S. international broadcasting's newest product. A youth-oriented station, Radio Farda ([www.radiofarda.com](http://www.radiofarda.com)) is aimed at the millions of Iranians whose hopes and aspirations have been dampened by Iran's oppressive government. Some 70 percent of Iran's 77 million people are under 30.

President Bush spoke directly to the Iranians shortly after Radio Farda—which means “tomorrow” in Persian—went on the air, telling them they “deserve a free press to express themselves and to help build an open, democratic and free society.”

Created by the Broadcasting Board of Governors (BBG),

Radio Farda was modeled after the hugely successful Radio Sawa. A joint effort between Radio Free Europe/Radio Liberty and Voice of America, Radio Farda is another BBG initiative aimed at attracting a crucial market. Broadcast from Prague and Washington, D.C., Radio Farda replaced RFE/RL's Radio Azadi.

Within days, Radio Farda was an immediate hit, with listeners sending e-mails praising the station, which was established to bring more news, information and music to people in Iran. “We trust you and your radio... This radio in short time will be completely successful,” wrote one listener. Shortly after the station began, nearly one and a half million people visited the station's Web site in a month.

Radio Farda, which broadcasts an upbeat mix of Western and Arabic pop music along with up-to-the-minute news, news analysis, interviews, opinion pieces, sports and features on a wide variety of political and social issues, is heard on AM, FM, shortwave, digital audio satellite and the Internet.



Broadcaster Maryam Ahmadi reads the first news broadcast in Washington, D.C., of the new joint RFE/RL-VOA project for Iran, Radio Farda.



BBG Chairman Kenneth Y. Tomlinson (center) at RFE/RLs Washington office for Radio Farda's first broadcast on December 18, 2002. To the right of him is VOA Director David Jackson and to the left is RFE/RL Director of Strategic Planning Jeffrey Trimble.



Radio Farda's Web page.



# Afghanistan Project

**R**adio is the most important communications tool in Afghanistan, a strategically positioned country attempting to rebuild itself as a democracy after more than two decades of war. U.S. international broadcasting plays a vital role in providing information and news about civil society, politics, education, health, women's rights and the world. The Voice of America, which has long broadcast to Afghanistan in Dari and Pashto, was joined on January 30, 2002, by its new sister station, Radio Free Afghanistan, broadcast from Radio Free Europe/Radio Liberty's studios in Prague. Together the stations form a 24-hour, seven-days-a-week stream of news on shortwave as well as FM in Kabul.

"Afghans depend more than ever on accurate, balanced and comprehensive news coverage about politics, health, education and many other topics," said Ali Jalali, the former head of VOA's Pashto Service and current Afghanistan Interior Minister.

VOA and RFE/RL provide extensive coverage of local, national and international events. Roundtable discussions, weekly programs on human rights, audience participation shows, music, poetry, and regional and international news programs round out the mix offered to Afghan listeners. The result: booming listener rates throughout the country where literacy traditionally has been low.

The BBG has also invested in Afghanistan, providing \$10.2 million to build two high-powered medium-wave AM transmitters with nationwide reach. One transmitter will be used for U.S. international broadcasting, the other for the Afghan government. The

BBG has also installed FM dishes in Kabul, the capital city. "We hope to be a part of a better day for Afghanistan," said Kenneth Y. Tomlinson, the BBG's chairman.



RFE/RL Uzbek Service broadcaster Aral Azizullah (left) interviews a man on the street in Antkhoy, Afghanistan, in May 2002.

Just seconds before Radio Free Afghanistan's first broadcast on January 30, 2002. From left, Afghan Service broadcasters Sayid Abass and Sohayla Hasrat-Nazimi, technician Aman Amiri and Tajik Service broadcaster Iskandar Aliev.



BBG Chairman Kenneth Y. Tomlinson and His Excellency Dr. Makhdoom Raheen, Afghan Minister of Information and Culture, sign a transmitter agreement in Washington, D.C.

# AROUND THE WORLD

## Africa

VOA's Africa Division sent a reporter into South Africa, Botswana and Malawi to cover the devastating drought in southern Africa that has brought famine and humanitarian disaster to this region. Swahili Service reporter Abdushakur About reported for radio and also took a camera and brought back footage, which was edited into a documentary for Africa Division TV.

VOA's Central Africa Service began a live, hour-long weekly radio bridge with Radio Rwanda to share information on HIV/AIDS, how it is spread and how to cope with this epidemic that affects over 11 percent of the population. Each week the service answers live phone calls from around Rwanda with a panel of experts in its Washington studios. Rwanda's First Lady initiated the first program.



RIGHT:  
VOAs Timothee Donangmaye, host of the weekly journalists' round-table *Washington Forum*.

BELOW:  
Reporter Mary Arobaga-Reardon and cameraman Jeff Daugherty of VOAs Africa Division TV unit cover the famine in Asaita, Ethiopia.

Nigeria's presidential elections spawned a number of innovative programs. VOA's Africa Division produced live town hall meetings in Nigerian cities as part of its election coverage. These events resembled American talk shows with a live studio audience, a moderator and guest experts. The meetings were broadcast live as part of radio programming to Nigeria. The Hausa Service launched a live weekly call-in program that featured political candidates, including Nigeria's vice president.

The Africa Division signed a contract for \$999,970 with USAID to provide new radio programming for Zimbabwe in the English, Shona and Ndebele languages. The daily broadcasts are expected

to reach a new VOA audience in that media-deprived country.

The Africa Division signed a contract for \$236,000 with the Bureau of Population,





Refugees and Migration to develop a new weekly half-hour program for the many young people who are living in refugee camps in Rwanda and Burundi. The show employs youth in the countries as hosts of the program and encourages children, teenagers and youth to examine their lives and values. The show also entertains with the latest in music.

VOA's Africa Division signed another year-long contract for \$300,000 with USAID to continue to produce highly focused coverage of Angola for a seventh year. Each year Washington staff go to live in Angola, work in VOA's field office and provide in-depth programming of this country, recovering from a decades-long civil war.

VOA's Amharic Service, marking its 20th anniversary, expanded its programming to one hour and drew widespread listener praise for its longer youth magazine program, *Mestawot (Mirror)*.

In an unusual program, VOA also donated excess broadcasting equipment to Ethiopia's Unity College in order to allow the country's first independent journalists to establish a radio training center.

VOA's Swahili service celebrated its 40th anniversary.

VOA-TV to Africa grew dramatically in 2002, launching two new programs: *Up Close with Maimouna Mills* and *Healthy Living*, focusing on HIV/AIDS and other health issues. The new shows join *Straight Talk Africa*, the weekly radio-TV-Internet simulcast call-in program; *Africa Journal*, a weekly hour-long public affairs TV call-in program; and *Washington Forum*, a weekly TV program in French.



ABOVE LEFT: VOA Reporter Diane Butts does a standup report in Lusaka, Zambia.

ABOVE: Audience members line up to ask questions during a VOA-produced town hall meeting in Bauchi, Nigeria. Topics discussed were democracy, elections and security.



LEFT: VOA employees (left to right) Jennifer Parmelee, Freda Gerard and Doris Dodson supervise the transportation of the broadcasting equipment donated by VOA to Ethiopia.

LEFT: Young women pose for a VOA photographer outside their village in Northern Nigeria.

## East Asia

**China:** VOA and RFA broadcast to China in five languages, covering international, national and local news in a country whose government actively tries to prevent its citizens from hearing U.S. international broadcasts by jamming shortwave and medium-wave (AM) transmissions and blocking Internet sites.

The Mandarin Services of RFA and VOA broke ground with a number of stories.

VOA discovered that the U.S. Government ordered Harvard University to halt its gene research in China because subjects were not properly briefed. RFA broke the news that Chinese authorities had detained 23 people suspected of leaking documents related to the June 4, 1989, crackdown in Beijing. VOA marked the 13th anniversary of the crackdown with a call-in show featuring a man who had been a soldier in Tiananmen.

RFA revealed that 200 dams had burst in Hunan Province, China, despite official claims to the contrary. RFA Mandarin also secured exclusive worldwide Mandarin-language broadcast rights to *Disidai* (*The Fourth Generation*), an inside account of China's leadership transition. As part of its ongoing, in-depth coverage of Chinese labor unrest, RFA Mandarin broadcast an exclusive interview with the indicted leader of massive worker protests

in China's northeastern industrial city of Liaoyang.

VOA interviewed Taiwan's justice minister—the first visit to the capital by a cabinet-level official from Taiwan since 1979. Human rights activist John Kamm alerted VOA that political prisoners would be released.

VOA Mandarin's Web team launched its first mirror site ([www.freexinwen.com](http://www.freexinwen.com)) to blunt the effect of China's blockage of their other two Web pages.

VOA's Cantonese Service embarked on changes designed to add sparkle and attract more youth: the first call-in show to listeners in southern China and a news-centric format with fast-paced headline wraps and digital sounds.



ABOVE:  
VOA Vietnamese Service broadcaster Vinh Nguyen records the opinions of a Vietnamese citizen.

RIGHT:  
RFA Burmese service broadcasters Nyein Shwe and Sein Kyaw Hlaing in the studio.



RIGHT: Former South Korean comfort women, in front of the Japanese Embassy in Seoul, demand compensation for their wartime suffering. RFA provided its audience with extensive coverage of this issue.





Both RFA and VOA Tibetan covered extensively the visits of the Dalai Lama's envoys to Beijing and Tibet, initially seen as a possible rapprochement between the Chinese government and the exiled Dalai Lama. They also covered the closed-door trial of two Tibetans handed death sentences for a series of bombings in western China.

RFA's Uyghur Service interviewed the leader of a Uyghur separatist group in northwestern China, whose East Turkestan Islamic Movement was subsequently branded a terrorist group by the United States and the United Nations. Uyghur later broke news that Chinese authorities in Xinjiang had conducted a massive book-burning in the remote region, destroying tens of thousands of copies of books on traditional Uyghur culture.

**Korea:** VOA and RFA covered the continuing exodus of refugees fleeing crushing poverty and political repression in North Korea. VOA Korean began two new programs, *North Korea Periscope* and *North Korean Defectors' Odyssey*, which featured vignettes written by defectors.

U.S. international broadcasting conducted interviews with 25 North Korean asylum seekers who stormed the Spanish Embassy in Beijing. They later came to Seoul, South Korea. During the crisis, VOA and RFA Korean and Mandarin were in daily contact with Norbert Vollertsen, the German doctor who helped organize the dramatic defection. In interviews with RFA, the North Koreans said they would choose suicide over repatriation.

At the end of the year, VOA and RFA Korean also devoted extensive effort and attention to covering Pyongyang's surprise acknowledgment that it had violated a 1994 pledge to scrap its nuclear program in exchange for fuel oil—and the frenzied diplomacy that ensued.

*Chosun Ilbo*, one of the largest and oldest daily newspapers in

ABOVE LEFT: VOA reporter Moon Juwon interviews South Korean First Lady Kwan Yang Souk right before South Korea's December 2002 presidential elections.



ABOVE: VOA Mandarin Service reporter Wang Fei reads the news in one of VOA's many studios.

BELOW LEFT: RFA Khmer Service stringer Ouk Savborey interviews a farmer in Kandal Province, Cambodia.



South Korea, linked its Internet site, Digital Chosun, to take Korean Internet surfers to VOA Korean's site. The link on Digital Chosun significantly expanded VOA's access to Korean Internet users.

In Southeast Asia, VOA and RFA language services covered political, economic and cultural lives of people across the region. Here are highlights:

**Burma:** VOA and RFA Burmese services both scored interviews with opposition leader Aung San Suu Kyi. VOA was the first U.S. international broadcaster to obtain an interview on May 13, 2002, and RFA interviewed her immediately after she was freed from 19 months under house arrest. RFA's Burmese Service later broke the news of two separate, deadly crashes by Burmese Air Force planes.

VOA was the first media outlet to release a report by Human Rights Watch on the use of child soldiers in Burma.

**Cambodia:** U.S. international broadcasting provided exhaustive coverage of the communal elections on February 3, 2002. RFA Khmer broadcast all debates preceding the elections while VOA Khmer aired a weekly call-in show broadcast on an FM station inside Cambodia—a first for U.S. international broadcasting.

**Indonesia:** VOA Indonesian increased its reach with the launch of a weekly electronic newsletter with over 5,000 subscribers. The newsletter provided links to the Web site, which provides the latest news. VOA also launched an innovative, fast-paced program, *VOA Direct Connection*, aimed at listeners under 30. The show, rebroadcast on more than 80 affiliates, features popular music, news and information on the latest in pop culture.

**Laos:** RFA's Lao Service devoted exhaustive coverage to the country's fifth legislative elections in which all but one of the 199 candidates represented the ruling Lao Communist Party. In a major breakthrough for VOA, Lao National Radio began airing VOA scripts with full attribution and thanks to VOA.

**Thailand:** VOA Thai officially welcomed listeners to a network of four stations in the southern Thailand, Muslim-dominated provinces of Satun,



ABOVE RIGHT: A sign in Mongolia's capital city of Ulan Bator advertises VOA programming on a local station.



ABOVE: BBG Governor Blanquita Walsh Cullum takes calls from inside China on RFA's daily program, *Voices of the People*.

BELOW RIGHT: VOA Indonesian Service broadcaster Abdul Nur Adnan interviews a former East Timor guerilla leader.





Narathiwat, Pattalung and Trang. The Thai Service also provided a regular column to *Southern Focus*, a weekly newspaper aimed at Muslim readers.

**Vietnam:** In May 2002, VOA launched a Vietnamese Web site, which soon drew more visitors than any VOA Web page except English. RFA's Vietnamese service broke several exclusive stories, including the arrest of two leading dissidents and the first interview with the mother of jailed cyber-dissident Le Chi Quang.

## Europe and Eurasia

VOA and RFE/RL provided thorough coverage of major events in 2002, including the expansion of NATO and the European Community, the continued quest for peace in the Balkans and the threat of terrorism in a post-September 11 world. Language services of both VOA and RFE/RL broadcast important events live, including President Bush's State of the Union address and programs marking the first anniversary of September 11. U.S. international broadcasting used a combination of ways to reach listeners: local affiliates, shortwave and AM radio, as well as television and the Internet, which has become an increasingly important vehicle for delivering timely news reports to affiliates.

**Armenia and Azerbaijan:** International broadcasters reported on Armenian opposition parties, protests against the closure of Armenia's only independent television station, the murder of the head of state-run Armenian television and the U.S. efforts to find a peaceful solution to the Nagorno Karabakh conflict. VOA's Azerbaijan Service celebrated its 20th anniversary.

**Baltics:** In Estonia, RFE/RL created a large network of correspondents to use as stringers, thereby increasing the amount of news available to listeners. The Latvian Service created programming for ethnic Russians,



ABOVE:  
At an interview, former Soviet President Mikhail Gorbachev admires a book given to him by VOA Russian Service reporter Larissa Glad.

BELOW LEFT:  
RFE/RL President Thomas Dine holds the Latvian Order of the Three Stars, presented to him by Latvian President Vaira Vike-Freiberga on May 2002 in recognition of RFE/RL's work.



LEFT: Bulgarian miners protest against their government's economic and social policies during a March 2002 rally in downtown Sofia. (AP/Worldwide Photos)



ABOVE:  
Former RFE/RL Armenian Service Director Mardo Soghom (left), current director Hrair Tamrazian (second from left) and Associate Director of Broadcasting Nenad Pejic (right) chat with Armenian President Robert Kocharian during his visit to RFE/RL in Prague in November 2002.

RIGHT:  
RFE/RL Latvian Service correspondent Dace Akule interviews people on the streets of the the Latvian capital, Riga.

BELOW:  
George Bistis (second from right) of VOAs Greek Service discusses the prospects for a Cyprus solution with politicians from three different Cypriot political parties.

thus encouraging tolerance in the linguistically polarized country. In Lithuania, RFE/RL launched a popular weekly program with Lithuanian State Radio on European issues.

**Balkans:** International broadcasting provided comprehensive coverage of events in Croatia, Kosovo, Serbia and Montenegro, Bosnia-Herzegovina, Albania and Greece.

RFE/RL organized a roundtable in Prishtina, Kosovo, in July on Albanian-Serbian relations. Meanwhile, VOA and RFE/RL services reported on the involvement of Yugoslav and Bosnian companies in illegal arms sales to Iraq. VOA Croatian created a daily e-mail newsletter, which attracted thousands of subscribers. VOA's Albanian Service is the country's leading broadcaster, attracting more than two-thirds of the adult population. VOA also has strong audiences in Bosnia, Serbia and Macedonia.

**Belarus:** Tensions ran high in Belarus where President Alyaksandr Lukashenka's government cracked down on independent journalists and opposition leaders. RFE/RL's Belarusian Service provided its audience with exclusive reports on the forced departure of an OECD mission and the on-again, off-again Russia-Belarus union.



**Bulgaria:** RFE/RL's Bulgarian Service distinguished itself with exclusive interviews, including one with the director of the country's National Intelligence Service. In December, the director of the company that manufactured weapons parts exported to Iraq was arrested during an interview with the service.

**Georgia:** The arrival of Russian peacekeeping troops and U.S. military trainers in the Kodori Gorge prompted international attention as did exclusive RFE/RL Georgian Service reports from the Pankisi Gorge when Russia accused Georgia of harboring

Chechen fighters. RFE/RL organized a roundtable in conjunction with Georgian State Television to discuss the role of NGOs in







the development of civil society in Georgia.

**Greece:** VOA Greek introduced nine new satellite feeds on SKAI, the premier all-news network in Greece. The feed strengthened VOA

Greek and thus help to moderate anti-American sentiment among some parts of the Greek population.

**Kazakhstan:** RFE/RL's Kazakh Service focused on coverage of democracy, human rights and politics, including the plight of journalist Sergei Duvanov, who was prevented from traveling to the United States on trumped-up charges.

**Kyrgyz Republic:** The RFE/RL Kyrgyz Service's bureau in Bishkek served as a meeting place for government officials and opposition leaders to debate the most controversial issues of the day. Among recent visitors to the bureau were First Deputy Prime Minister Kurmanbek Osmonov and prominent opposition MPs Ishenbai Kadyrbekov, Ismail Isakov and Azimbek Beknazarov.

**Romania/Moldova:** RFE/RL's Romania/Moldova Service drew praise for its weekly program on the main ethnic minority communities in Romania—the Roma and the Hungarians. It also produces a monthly program, in cooperation with the International Organization for Migration, on human trafficking. The Romanian Service broke stories about the infamous Ceausescu-era secret police, including some members who continue to serve in senior positions.

**Russia:** RFE/RL launched its North Caucasus Service, broadcasting in the Avar, Chechen and Circassian languages. The new services augmented the Russian Service, which provided comprehensive coverage of the ongoing conflict in Chechnya. Listeners hailed the new services for their accurate and impartial broadcasts. U.S. international broadcasting gave widespread, live coverage to the October 2002 seizure of a Moscow theater, interviewing hostages and key players in the drama that ended when Russian officials sprayed gas inside the building. VOA's *Window on the*

LEFT:  
Former Ukrainian Prime Minister and present opposition leader Victor Yushchenko (left) is interviewed by VOA reporter Zorislav Baydyuk (far right) and VOA program manager Adrian Karmazyn. VOAs Ukrainian Service provided extensive coverage of Yushchenko and other opposition leaders throughout the year.

BELOW:  
VOAs Albanian-language daily news journal program *Ditari*. Host Elez Biberaj (left) interviews the guest who is the chief editor of the Albanian/American newspaper *Iliria*.



LEFT: Supporters of Bosnia's Social Democratic Party (SDP) during a pre-election rally in Sarajevo in October 2002. (AP/Worldwide Photos)

*World*, a weekly television magazine, redesigned its format, broadcasting from a “virtual set.” The program was rated number one on TV-3 Moscow, the affiliate network. VOA’s Russian Service covered a range of stories, including the Bush-Putin meeting in St. Petersburg.

**Slovakia:** RFE/RL’s Slovak Service editors and reporters made frequent appearances on various TV channels in Slovakia throughout 2002. Such appearances happen almost on a daily basis, but were most visible during the two days of Slovak parliamentary elections in September.

**Tajikistan:** RFE/RL’s Tajik Service started a new weekly program in April, *Free Microphone*. Every Monday for two hours at lunchtime, two RFE/RL correspondents stand at a previously announced location in the center of the capital, Dushanbe, and record comments, complaints, requests and questions posed by citizens. The comments are then broadcast on the following Wednesday. The popular program has been applauded by local media.

**Turkey:** VOA reformatted its broadcasts into a fast-paced program that integrates news, reports and interviews to appeal to a youthful audience. The service hired new stringers and expanded its reach by lining up new affiliates. Coverage focused on U.S.-Turkish relations, the war on terrorism and the November elections that brought to power the pro-Islam Justice and Development Party.

**Turkmenistan:** RFE/RL’s Turkmen Service was one of the few media organizations to provide early news updates of the November 25 assassination attempt on Turkmenistan President Saparmurat Niyazov. The service also analyzed changes in the country, which are generally ignored by the tightly controlled domestic media.

**Ukraine:** VOA and RFE/RL’s Ukrainian Services closely followed President Leonid Kuchma’s authoritarian regime, covering



ABOVE:  
VOA Bosnian Service reporter Amra Alirejsovic poses on top of the BBG headquarters building in Washington, D.C. for an article in a Bosnian magazine about her as a VOA reporter.

BELOW RIGHT:  
Wendy Schwartz, assistant to the RFE/RL broadcast director, works with Uzbek Service stringers in Tashkent, Uzbekistan.





breaking news about protests against the president, the worsening state of press freedom, the growth of the opposition movement and the alleged sale of anti-aircraft radar to Iraq.

**Uzbekistan:** RFE/RL and VOA cooperated by sharing a bureau in Tashkent. VOA added stringers to its network to increase interviews and features. The service launched youth-oriented news and music programs along with a women's program. RFE/RL broke the story of the discovery of traces of nerve and mustard gases at Hanabad air base, where U.S. military forces are stationed as part of Operation Enduring Freedom in neighboring Afghanistan.

ABOVE LEFT:  
RFE/RL Georgian Service broadcaster Bidzina Ramischwilli (right) interviews Georgian President Eduard Shevardnadze at the Prague Broadcast Operations Center in November 2002.

## Latin America

Broadcasting to Cuba was a major priority in 2002. Radio and Television Martí (the Office of Cuba Broadcasting), based in Miami, Florida, produced international news shows that covered major world events of importance to Cubans as well as programs on international human rights, peaceful opposition movements on the island and Cuban economic conditions. Special programs also analyzed news and current events in Latin America, the United States, the Middle East and around the globe.

Radio Martí also introduced new programs geared towards women and youth. *Alto Voltaje* (*High Voltage*) and *Rapeando* (*Rapping*) provide high-energy music, news and entertainment for young people. *Rapeando* was created in response to the widespread interest in rap-

BELOW:  
A Cuban supporter of dissident causes and his two sons listen to one of 1,000 shortwave radios given to Cubans by the U.S. Government. Cuban citizens use the radios to listen to Radio Martí.



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LEFT: An opponent of Venezuelan President Hugo Chavez waves a national flag during a December 2002 rally in Caracas. Tens of thousands of people marched to demand that the president resign. (AP/Worldwide Photos)

music among young Cubans. *Con Voz Propia* (*In My Own Voice*) gives women news about life-style issues.

The year was a landmark one for TV Martí, which began broadcasting during primetime hours, 6–10:30 p.m. The change allowed

TV Martí to carry live the Major League Baseball playoff games as well as the World Series. Radio Martí also carried the games.

Radio and TV Martí closely followed the story of Cuban activist Oswaldo Payá Sardiñas, who was awarded the Sakharov Prize for Freedom of Thought by the European Parliament in Strasbourg, France.

Radio and TV Martí's Spanish-language Web site ([www.martinoticias.com](http://www.martinoticias.com)) was redesigned. The dynamic new site includes graphics, and users can access the audio of Radio Martí programs as well as TV Martí video.

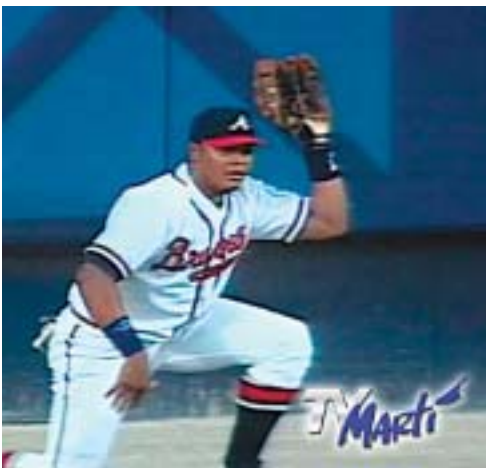
From Washington, D.C., Voice of America's Spanish Branch launched *Enfoque Andino*, a 30-minute program focusing on issues in the Andean region, particularly Colombia and Venezuela. The program, picked up by more than 60 AM and FM affiliates in Latin America, dealt with conflict resolution, democracy building and economic development.

VOA's new 30-minute weekly Spanish radio program aimed at Cuba, *Ventana a Cuba*, features news, information and interviews with Cubans inside and outside Cuba on an array of issues, including labor policy, agriculture, press freedom, human rights, health and education.

VOA's Creole Service attracted large audiences in Haiti with news, interviews and features on health, democracy, conflict-resolution and press freedom. The service is so popular that one of the 14 affiliates in Haiti sought three VOA feeds a day.



ABOVE RIGHT: VOA TV and radio host Tony Cano greets Jorge Ramos, Univision news anchor, prior to interviewing him. Univision is the largest Spanish-language network in the U.S.



ABOVE: TV Martí's coverage of Major League Baseball, which is extremely popular in Cuba.

BELOW RIGHT: World-renowned Cuban singer John Secada (right), at VOA for an on-air interview, meets with VOA's Latin American Division Chief Richard Araujo.



## Middle East

Radio Sawa and Radio Farda were major initiatives of U.S. international broadcasting in the Middle East in 2002 (see pages 13 and 14), but listeners in the region had other options when seeing news and information about the United States and the world.



Photo courtesy of Kaveh Kazemi

The VOA Persian Service launched *Next Chapter*, a satellite broadcast television program aimed at the youth of Iran. The program offers fresh, informative and entertaining reporting on news, current events and life in the United States. The show bolsters VOA's existing Persian broadcasting to Iran of four hours of daily radio programming and a weekly 90-minute news and discussion television program entitled *Roundtable With You*.

In Iraq, Radio Free Iraq, RFE/RL's congressionally mandated Arabic broadcast service, provided comprehensive coverage of the Middle East, with exclusive reports and breaking news. The service reported on subjects such as the Iraqi government's efforts to control the ethnic Kurds and Turkmens in the country as well as the tragic state of human rights in Iraq.

The VOA Kurdish Service, which marked its 10th anniversary, expanded its network of coverage in Iraq by adding stringers. The service, rated highly among listeners in independent surveys, also launched a call-in show, *Hello Washington*.

ABOVE LEFT: Fans in Tehran, Iran, watch *Next Chapter*, VOA's new program aimed at young viewers.

BELOW: On the set of *Next Chapter*, Farsi Service reporter Mahtab Farid is about to read the text on the monitor.



Paul Hosefros/The New York Times

LEFT: An Iraqi Kurdish soldier of the Kurdistan Democratic Party (KDP) walks in the Benswala displaced persons camp north of Baghdad in the Iraqi Kurds' administrative center of Arbil. (AFP Photo/Behrouz Mehri)

## South Asia

Afghanistan was the focus of intense programming by VOA and RFE/RL (see page 15), but millions of other listeners in South Asia took advantage of VOA's coverage of South Asia in Bangla, Hindi and Urdu.



RIGHT: A.P. Parigi (center), CEO of Radio Mirchi in Mumbai, India, gives BGG Governor Edward E. Kaufman (left) a guided tour of the station in December 2002. Governor Kaufman was visiting a number of radio stations in Mumbai to evaluate India's newly privatized FM market.

**Pakistan, India and Bangladesh:** VOA inaugurated its first FM frequency in Dhaka, which transmits VOA Bangla and some English programs, including *Music Mix*.

More than seven thousand listeners throughout India responded to a VOA Hindi radio contest to boost awareness of treatments for polio and other childhood diseases. The service increased its stringer network from four to 17, providing coverage of every Hindi-speaking Indian station and Kashmir. India's Deputy Prime Minister appeared on the Hindi call-in show, *Hello America*, on September 11. All India Radio, with an estimated audience of 450 million, carried the program.

VOA's Urdu Service added stringers to increase coverage in India and Pakistan, where an estimated 250 million people speak the language. Besides news, current affairs and interviews, the service produced shows on Islam in America, women's issues, business, American music and other topics of interest.

VOA-TV prepared video pieces in Pakistan, including pieces about a meeting of anti-Taliban clerics discussing a possible post-Taliban regime and about Afghan women establishing schools for girls at a refugee camp.



ABOVE: VOA Urdu Service reporter Shahnaz Azis interviews a Pakistani woman, the mother of five, about polio immunization awareness.

RIGHT: VOA broadcaster Roquia Haider (right) administers the oral polio vaccine to a child in Bangladesh.

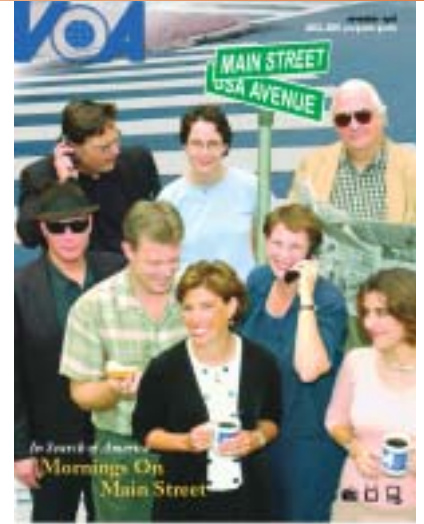
RIGHT: A group of women wait for government relief in Shibaloy, Bangladesh. Flooded rivers from monsoon rains in July 2002 stranded or displaced nearly 13 million people in Bangladesh, India and Nepal. (AP/ Worldwide Photos)



## English Programs

### VOA Expands U.S. Coverage

VOA English expanded its coverage of the United States by adding stringers and producing features from across the country. They filed stories on fighting illiteracy in Mississippi, wildfires in the Southwest, reserves call-ups in the Midwest, the FBI's high-tech fingerprint lab in West Virginia and a North Dakota town's campaign to stay on Amtrak's schedule.



ABOVE:  
The cover of VOA's November 2002/April 2003 Program Guide showing the staff of its new English-language program, *Main Street*.

### Secretary of State Powell Talks with VOA

Secretary of State Colin Powell talked with VOA in advance of the one-year anniversary of September 11, saying the gulf between the United States and the Islamic world had narrowed since the 2001 terrorist attacks.

### VOA Covers the Rebuilding of Afghanistan

VOA journalists repeatedly traveled to Afghanistan to cover the election of President Hamid Karzai and the rebuilding of the country's infrastructure.

LEFT:  
Dave Arlington, host of VOA's new English-language program, *Coast to Coast*.



### VOA Looks at Ramadan in the U.S.

As part of its continuing series on religious pluralism in the U.S., VOA produced a special program on the ways in which Muslims in America observe Ramadan and how Americans view the holiday.

BELOW:  
VOA reporter Rosanne Skirbles photo of the kick-off ceremonies in Rogo, Nigeria, for National Immunization Days, a global program to eradicate polio. Skirbles' reporting trip to Nigeria was sponsored by VOA's Polio Eradication Initiative.

### VOA Covers U.S. Elections

VOA covered the November 5, 2002, U.S. mid-term elections with timely correspondent reports and live coverage. The day after the balloting, VOA provided reaction and analysis, including the possible impact of the election results on U.S. foreign policy.

### VOA's New Special English Reports

Special English, VOA's service for non-native English speakers, introduced two new weekly programs: *Health Report* and *Education Report*, which focuses on the American educational system.



## BROADCASTING BOARD of GOVERNORS



**Kenneth Y. Tomlinson** is a former Director of the Voice of America and has more than 35 years of journalistic experience. He began his career as a reporter for the *Richmond Times-Dispatch* in 1965. In 1968, he joined the Washington bureau of *Reader's Digest*, then served as a correspondent in Vietnam, and eventually in Paris, where he covered events in Europe, Africa and the Middle East. In 1982, President Ronald Reagan appointed Tomlinson Director of VOA, where he served until 1984. After his tenure at VOA, Tomlinson returned to *Reader's Digest* to serve as managing editor. He was subsequently named executive editor of the magazine in 1985 and editor-in-chief in 1989. He retired from *Reader's Digest* in 1996.

**Joaquin F. Blaya** of Miami, Florida, is chairman and chief executive officer of Radio Unica Communications Corporation. Since emigrating to the United States from Chile 36 years ago, Mr. Blaya has held a number of senior management positions with media companies. Radio Unica is a Spanish-language AM talk and sports radio network that targets Hispanics in the United States. Previously, he served as CEO of the Telemundo Group, Inc., the nation's second-largest Spanish-language television network. Mr. Blaya also served as president of Univision Holdings, Inc., the nation's largest Spanish-language media company. Before coming to the United States in 1966, he worked in several marketing and media firms.



**Blanquita Walsh Cullum** is a radio broadcaster whose nationally syndicated program *BQ View* is carried coast-to-coast by the Radio America Network. Ms. Cullum has spent more than 25 years in broadcasting. She began her broadcasting career in San Antonio, Texas, where she worked for KENS-TV, KITE-Radio, KTSA-Radio and KSJL-Radio. She has also worked as marketing director for the Coors Corporation, and marketing specialist for the National Bureau of the Census. She served as White House liaison to the Federal Emergency Management Agency (FEMA) and executive assistant to the deputy director of FEMA during President George H. W. Bush's administration.

**D. Jeffrey Hirschberg** is Director of the Corporate Responsibility Practice at Howrey, Simon, Arnold and White, LLP (global legal advisors). Mr. Hirschberg retired from Ernst & Young in 1999 as vice chairman/governmental affairs. Previously, he worked as a private attorney in Washington, D.C., and Milwaukee, Wisconsin. From 1972-1980, Mr. Hirschberg worked for the U.S. Justice Department as a special attorney and deputy chief of the criminal division's special litigation section. He also prosecuted civil and criminal matters as an Assistant U.S. Attorney in Milwaukee.







**Edward E. Kaufman** is President of Public Strategies, a political and management consulting firm based in Wilmington, Delaware. Since 1991, he has been a Senior Lecturing Fellow at Duke University, teaching in The School of Law, Fuqua School of Business, and The Sanford Institute of Public Policy. He is Co-Chair of the Duke University School of Law's Center for the Study of the Congress. Mr. Kaufman was formerly Chief of Staff to Joseph R. Biden, Jr. (D-DE).

**Robert M. Ledbetter, Jr.** is Vice President and General Manager of WTVA Inc., which operates WTVA-TV and has programming or sales agreements with WLOV-TV and WKDH-TV in Tupelo, Mississippi. He also is Vice President of WMDN Inc., which operates WMDN-TV and has a local marketing agreement with WGBC-TV in Meridian, Mississippi. He was a news director and news anchor at television stations in Meridian, Jackson and Tupelo, Mississippi, before assuming television management responsibilities in 1978.



**Norman J. Pattiz** is founder and Chairman of Westwood One, America's largest radio network. Westwood One owns, manages or distributes the NBC Radio Network, CBS Radio Network, the Mutual Broadcasting System, CNN Radio, Metro Networks, Metro Traffic and Shadow Traffic. He serves as a member of the University of California's Board of Regents and California's 21st Century Infrastructure Commission. He is also a member of the board of directors of the Museum of Television and Radio in Los Angeles, the Annenberg School for Communication at the University of Southern California and the Rand Corporation's Center for Middle East Public Policy. He is a past president of the Broadcast Education Association.



**Steven J. Simmons** is Chairman and CEO of Patriot Media and Communications, LLC, a new company formed to purchase cable companies in the United States. From 1982-1994, he served as chairman and chief executive officer of Simmons Communications, Inc. (SCI). Mr. Simmons founded SCI, which owned and managed cable companies, in 1981. Prior to starting SCI, Mr. Simmons served almost four years as an assistant and then as associate director on the White House's domestic policy staff.



**Secretary of State Colin L. Powell** serves as an *ex-officio* member of the bipartisan Board. Secretary Powell was Chairman of the Joint Chiefs of Staff and served as National Security Advisor under President Reagan. A decorated veteran of the United States Army, he served two tours of duty in Vietnam. General Powell served as executive assistant in both the Energy and Defense Departments and as senior military assistant to Defense Secretary Casper Weinberger. He retired from the United States Army in 1993.



**Marc B. Nathanson** (*resigned November 2002*) is Vice Chairman of Charter Communications, which is the nation's third largest cable television operator and serves more than six million subscribers throughout the United States. Mr. Nathanson is a 30-year veteran of the cable TV industry and was elected a member of "Cable Pioneers" in 1982. He also serves on the boards of the Annenberg School of Communications at the University of Southern California and UCLA's Anderson School of Management and is Chairman of UCLA's Center for Communications Policy. He is also Chairman of Mapleton Investments LLC and Mapleton Communications LLC. Mr. Nathanson is a former member of the Albanian-American Enterprise Fund and a member of the Council on Foreign Relations. He is Chairman of Homeland Security for Region One (Los Angeles and Orange County).

**Tom C. Korologos** (*resigned July 2002*) is the President of Timmons & Company, a government relations consulting firm. A former journalist in Salt Lake City and New York City, he previously served as the Chairman of the United States Advisory Commission on Public Diplomacy and as a member of the Board of Directors of the International Media Fund. He is the former Chief of Staff to U.S. Senator Wallace F. Bennett and a White House Assistant to Presidents Nixon and Ford.



**Cheryl Halpern** (*resigned November 2002*) has participated extensively in community activities on the national, state and local levels. She serves on the Boards of the International Republican Institute and the Washington Institute for Near East Policy. She also serves as the Chairperson of the B'nai B'rith International United Nations Advisory Council. From 1990 to 1995, Ms. Halpern served as a member of the Board for International Broadcasting, the predecessor to the Broadcasting Board of Governors. In August 2002, Mrs. Halpern was appointed by President Bush to serve on the board of the Corporation for Public Broadcasting.

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