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INCLUDED REPORTS

Voice of America's (VOA) Monthly Report to BBG for:

December, 2010
November, 2010
October, 2010
July, 2010
May, 2010

International Broadcasting Bureau (IBB) Summary Report to BBG for:

December, 2010
November, 2010
October 2010
September 2010
June 2010

Highlights of the International Broadcasting Bureau (IBB), Senior Staff Meetings for:

Tuesday, December 21, 2010
Tuesday, December 7, 2010
Tuesday, November 9, 2010
Tuesday November 2, 2010
October 7, 2010
Wednesday, September 22, 2010
Thursday August 26, 2010
Tuesday, February 8, 2010
Tuesday, January 25, 2010
Tuesday, January 4, 2010



*Office of the General Counsel
Freedom of Information and Privacy Act*

March 11, 2011

RE: Request Pursuant to the Freedom of Information Act– FOIA #11-030

This letter is in response to your Freedom of Information Act (FOIA) request dated January 1, 2011, to the Broadcasting Board of Governors (BBG). In your request, you ask for a copy of the most recent 10 IBB Senior Staff Meeting Highlights, 5 IBB Monthly Reports to the Board, and 5 most recent VOA Monthly Reports to the Board. Enclosed are copies of the documents you were seeking. No information responsive to your request was withheld or redacted.

This release completes the Agency's response to this FOIA request, and it is now closed. Although the total number of pages reproduced (140) did generate a chargeable fee of \$6.00, the Agency is waiving fees for this request as collection and processing costs will likely exceed the value of the fees. Thus, there are no costs to you regarding this request. If you have any questions regarding your request, you may contact me at (202) 203-4550 or write the Office of the General Counsel, Broadcasting Board of Governors, 330 Independence Avenue, S.W., Room 3349, Washington, DC 20237. Currently, inquiries are not accepted via E-mail.

Sincerely,

A handwritten signature in blue ink, appearing to read 'A. T. Krog'.

Andrew T. Krog
FOIA and Privacy Act Officer





December 9, 2010

MEMORANDUM FOR: Broadcasting Board of Governors
FROM: Dan Austin, VOA Director
SUBJECT: VOA's Monthly Report for December

A. **FIREWALL**

There are no firewall issues to report this month.

B. **CHALLENGES/ISSUES**

VOA Uzbek Journalist Meets Secretary of State

When Secretary of State Hillary Clinton visited Uzbekistan on December 2, she met with members of various civil society groups and independent journalists, including VOA Uzbek stringer Abdumalik Bobaev. He was recently convicted and fined for his reporting for VOA, specifically charged with slander, defamation and threatening the public security through his reports.



Abdumalik Bobaev shakes hands with Secretary of State Clinton

In a brief Q&A at the U.S. embassy in Tashkent, Clinton said that the United States will continue to support freedom, independent media and NGOs. Minutes before that, she had met with Uzbek President Islam Karimov. During the discussion with him, Clinton brought up a series of human rights cases, especially those of convicted journalists. "I met with President Karimov," she said in her remarks at the embassy. "I urged him to demonstrate his commitment through a series of steps to ensure that human rights and fundamental freedoms are truly protected."

C. **PROGRAMMING/NEW INITIATIVES**

VOA on Korean Crisis

The biggest news of November came late in the month when North Korean artillery batteries opened fire on the tiny South Korean island of Yeongpyeong, killing soldiers and civilians in the

most serious clash between the two nations in decades. The Korean Service broadcast live reports from Seoul, Tokyo, and Beijing. Shortly after the artillery attacks, Service stringer Sung Min Do did several telephone interviews with people living on Yeongpyeong. A few days later, Do went to the island and interviewed residents, enabling him to obtain vivid accounts of their ordeal. In Washington, the Service did a face-to-face interview with former CIA Director Michael Hayden on the significance of the North Korean attack and possible U.S. reactions. VOA's Seoul correspondent, Steve Herman, was all over the story, filing one dispatch after another, conventionally and through his Twitter feed as developments unfolded. Herman kept at it for days, and produced an outstanding file on one of the most important stories of the year. When the firing started, it looked as if a major war could break out, and all of Central News' reporters and editors treated it accordingly. Daniel Schearf rounded up Asian reaction from his post in Bangkok while Stephanie Ho got reaction from China, North Korea's most important ally. Dan Robinson and Kent Klein reported White House reaction and Dave Gollust did the same from State. Bill Ide and Chris Simpkins added background pieces for radio and television. To provide insight into conditions in North Korea, the English Division's Jim Stevenson produced a four-part series about daily life there, using interviews with Kim Kwang-jin and Kang Cheol-hwan, North Koreans who escaped to the West.

Freed from House Arrest, Aung San Suu Kyi Gives First Exclusive to VOA Burmese

VOA's Burmese Service secured the first exclusive interview with Burmese opposition leader Aung San Suu Kyi following her release November 13. The Service conducted the interview in English and Burmese and shared it with all VOA Services. Video from the interview was featured in the VOA Burmese weekly television magazine show and put on the Service's website (which received over 700,000 visits in November, a new record). In the interview, Aung San Suu Kyi told VOA she would work to try to persuade Burma's military government that "national reconciliation is in everybody's interest." She also said she would be calling on governments around the world to work together to help Burma. When asked about the country's November 7 elections -- widely criticized for being neither free nor fair -- she said many questions have been raised about the elections, and her political party has formed a committee to look into them and will be issuing a report soon.

VOA Tells the WikiLeaks Story

Another big story that VOA covered in depth was the information dump from WikiLeaks, the renegade website run by Australian Julian Assange. National Security correspondent Gary Thomas was Central's lead reporter on the WikiLeaks story, putting the leaks in context, assessing the significance of the material and talking to the experts who concluded most of it was titillating gossip -- but gossip nevertheless. Even so, the WikiLeaks story did have some fallout, mainly because of embarrassingly candid State Department cables that said undiplomatic things about certain foreign leaders. David Gollust handled Secretary Clinton's efforts at damage control, while correspondents and stringers in Russia, Pakistan, Turkey and Egypt told how the WikiLeaks cables embarrassed officials in their countries.

VOA Travels with Obama

Central News reporters have logged considerable air mileage following President Obama recently. White House correspondent Dan Robinson trekked through India, Indonesia, Japan and South Korea on a 10-day trip with the president, and correspondent Kent Klein was with Mr.

Obama for a NATO summit in Portugal. The Indonesian Service, for its part, provided extensive coverage the president's two-day visit to Indonesia. The Indonesian TV team issued 12 background packages in anticipation of the visit and a U.S. reaction package following the president's speech at the University of Indonesia. These packages were aired by several of Indonesia's national TV stations. VOA Indonesian Radio carried stringer reports on the president's visit to the National Mosque, his visit to the University of Indonesia, and the official launching of the U.S.-Indonesia Partnership. More than 30 VOA Indonesian Tweets were also broadcast during the president's stay.

Big Changes in PNN Programming

On November 7, PNN launched a re-vamped programming line-up. The original daily television broadcast block was reduced from seven hours to an average of four-and-a-quarter hours. Several programs were shortened. *News & Views* was replaced by two 30-minute editions of *Tonight's News*. *Sports*, *Best of PNN*, and *Best of Behnam* all became regularly scheduled programs. A new graphics look was produced for all of the news programming. Perhaps most significantly, PNN's Central News & Production Unit became fully operational as the heart of the division's editorial and production workflow.

Ashna Service Able, Finally, to Deliver Results of September Elections in Afghanistan

Afghanistan held parliamentary elections in September that were immediately followed by allegations of fraud, but the final results were not nearly as immediate. They were not announced until late November. VOA Ashna's radio and TV hosts interviewed members and spokesmen of the Independent Election Commission, the Election Complaints Commission, government officials, candidates and independent analysts. Special talk shows were held, including one with the spokesmen of the two commissions who answered questions from supporters of the various candidates as well as from Ashna's audience.

English-to-Africa Series Tells Stories of Zimbabwean Immigrants

The English Division's *English-to-Africa* program produced a week-long series, "Last Call for South Africa's Zimbabwean Immigrants," about the plight of Zimbabweans in South Africa who are facing deportation back home. The multimedia story was a big hit, especially with audiences in southern Africa. Here are excerpts from two of the e-mails that came in. Tendai, from Zimbabwe but now living, at least temporarily in South Africa, wrote: "It is finally the truth that someone is writing. Thank you VOA. The whole world ignores us, but not VOA." Jan, a South African, wrote, "I find it very strange that among all the so-called liberal media in this world, it is really only VOA that appears to have taken the time to really analyze this serious issue and to approach this Zimbo immigrant issue from all sides. I really learned a lot from these stories. If South Africa really wanted to help Zimbabwe, instead of deporting the poor migrants, they should deport Mugabe.... to MARS!"

VOA Urdu Interviews Musharraf

Pakistan's former president, General Pervez Musharraf, came to VOA studios for an interview with the Urdu Service. In the 30-minute session, which took place November 11, Urdu TV Managing Editor Kokab Farshori asked candid questions about international and domestic issues, including the war in Afghanistan, Pakistan-U.S. relations, terrorism, nuclear scientist A. Q. Khan and India-Pakistan relations. The interview aired on Urdu's *Beyond the Headlines* -- carried by

Geo TV, Pakistan's top private 24-hour news channel -- and was widely reported in Pakistani newspapers the next day.

Bangla Service Interviews First U.S. Congressman of Bangladeshi Descent

When the House of Representatives convenes in January, it will have, for the first time, a member who is of Bangladeshi descent. Hansen Clarke is a Democrat from Michigan who was elected in the November. Clarke's father was a Bangladeshi Muslim and his mother is an African-American. In an interview with the Bangla Service, Clarke said part of his focus will be on issues related to Muslims and the attitudes other Americans have toward them. "Because my father was a Muslim and I was raised a Muslim," he said, "I am sensitive to those issues. My priority in that area is to educate the Department of Homeland Security not to profile people based on their name or appearances, or their religion, but to look at intelligence that is based on sound facts to help protect our homeland."

Cancun Climate Conference Focus of Urdu Roundtable

Early in December, Urdu Radio's Mudassira Manzar hosted a 55-minute roundtable previewing the climate change conference in Cancun and its possible implications for Pakistan. She brought together a panel of experts and officials in four cities, Boston, Islamabad, Karachi and Lahore, for a detailed discussion which drew questions from callers from all over Pakistan. The show got the attention of the director-general of Pakistan Broadcasting Corporation, Murtaza Solangi, who wrote VOA for permission to air it on all 72 PBC stations.

Urdu TV Documentary Triggers Torrent of Messages

A documentary on domestic violence by Urdu TV's Tabinda Naeem's made an impact on Urdu's audience in Pakistan. A segment of the program featured the Tahirih Justice Center, which works to protect immigrant women and girls who are seeking justice in the United States from gender-based violence. Within hours of the show's airing on Pakistan's Geo TV, Natalie Nanasi, a senior immigration attorney with Tahirih, emailed Naeem to say "our inbox was flooded with messages from viewers who had seen your piece -- it certainly appears to have reached a wide audience." Naeem and Nanasi are now working on referring Pakistani women to similar centers in Pakistan.

Tragic Accident in Cambodia Gets Full Coverage from VOA Khmer

A stampede at a festival in the Cambodian capital of Phnom Penh November 23 killed more than 350 people. With stringers on the scene and reporters in Washington monitoring news feeds, VOA Khmer was able to give its audience the most up-to-date information. Less than two hours after the tragedy occurred, the Service had an interview with Deputy Prime Minister and Minister of Interior Sar Kheng. VOA Khmer followed up the story by reporting on the government's investigation into the tragedy and by holding live call-in shows in which survivors discussed the disaster. VOA Khmer produced a TV report for national affiliate CTN on the tragedy. It marked the first time the Service produced a TV report that originated in Cambodia.

Mixed Martial Arts Fighter Credits PNN for Celebrity Treatment in Iran

PNN recently received some unsolicited testimony about the impact it is having in Iran. Kamal Shalorus is an internationally known mixed martial arts fighter who was born in Iran but now lives in the United States. The subject of a PNN profile earlier this year, Shalorus recently

traveled to Iran and when he got back to the States called PNN to talk about the attention he received during his stay, attention he attributed to PNN's story about him. He told VJ-producer Arash Arabasadi that customs officials must have seen the PNN story about him because they immediately recognized him and gave him the celebrity treatment, ushering him past lines of other arriving passengers. While in Iran, he was also invited to give several talks about boxing and fighting professionally, including one to the national wrestling team. He told Arabasadi that PNN is doing a great job at showing Iranians a side of America that they otherwise would seldom get to see.

Listen to Deewa, Farmers' Leader Tells Farmers in Pakistan

In another unsolicited testimonial, Niamat Shah Roghani, the head of the Farmers Union of Khyber Pakhtunkhwa (KPK), previously known as North West Frontier Province, told Deewa Radio: "I have asked farmers in KPK to listen to Voice of America Deewa Radio because it talks about their issues. Pakistani media, radio and TV have never taken interest in farmers' issues. KPK farmers have started listening to Deewa Radio and we are very much thankful to Deewa for its efforts to highlight our issues."

Portuguese to Africa Service Gets Big Story

On November 11, Portuguese to Africa broke the news that Bank of America had closed the accounts of the Angolan embassy in Washington and that nearly 40 other embassies in Washington and New York will also have their accounts closed. The story was picked up by, among others, the *Wall Street Journal*, the Bloomberg News Service, *Foreign Policy*, AllAfrica.com, LUSA Portuguese News Service, *Novo Jornal* of Angola, *Público* Newspaper of Portugal, and South Africa's *Mail and Guardian*. The Angolan embassy remains without banking services, as other banks refuse their accounts. The mission is reported to be surviving with cash reserves, but cannot pay salaries or rent. Angola has been under pressure from international investigators for questionable transactions, such as the attempted transfer of 50 million U.S. dollars from the Central bank to a private account through its U.S. bank.

VOA Mandarin Keeps Spotlight on Chinese Dissident Awarded Nobel Prize

In early October, the Nobel Peace Prize Committee announced that it had given this year's award to imprisoned Chinese dissident Liu Xiaobo. Ever since, the Mandarin Service has provided extensive coverage of Liu's treatment at the hands of the Beijing government. From October 8, when the award was announced, to December 6, VOA's Mandarin Service broadcast 50 original reports, which included interviews with Liu's family and friends, as well as those responsible for his legal defense. Meanwhile, VOA Mandarin Service correspondents in Taiwan, Hong Kong, Moscow, Tokyo and Los Angeles provided coverage of rallies, protests, and symposiums that were held to draw attention to Liu's plight.

VOA Journalist Named One of Ukraine's Most Influential Women

Myroslava Gongadze, host of VOA's Ukrainian language television news program, *Chas-Time*, has been named one of the 100 most influential women in Ukraine. Ms. Gongadze is 52nd on an annual list published by *Focus Magazine*, a popular Ukrainian newsweekly. The list includes women from politics, business, the media and other fields. Former Ukrainian Prime Minister Yulia Tymoshenko topped the



magazine's annual list.

The 38-year-old Gongadze says she is “honored to be named to the list and happy to be able to provide Voice of America's viewers unbiased and comprehensive news coverage.” At the same time she said, “I feel a great responsibility to keep their trust, especially in these times when the freedom of the press in Ukraine is under attack.” Ms. Gongadze received political asylum in the United States in 2001 following the murder of her husband, journalist Georgiy Gongadze. Ms. Gongadze continues to seek justice in her husband's case and is a leading advocate for press freedom. During a recent panel discussion at the National Endowment for Democracy, Ms. Gongadze expressed alarm at what she described as an “increase in harassment of independent media and individual journalists in Ukraine.”

Notable Interviews

- Deewa radio interviewed Richard Holbrooke, U.S. special envoy to Afghanistan and Pakistan, on the WikiLeaks revelations.
- PNN's Ali Javanmardi had an exclusive TV interview, via satellite, with General Babaker Zibari, chief of staff of Iraqi Armed Forces. He said that, at the present time, Iraqi forces have the power of securing the Iraqi borders and the country's territorial integrity. He also said that al-Qaida now has no permanent bases in Iraq and that terrorists are under siege.
- The Georgian Service interviewed Irakli Alasania, former Georgian ambassador to the United Nations and currently a leader of political opposition in Georgia. Among the topics discussed were the need to reform Georgia's election laws and the importance of a free judiciary and independent media.
- Jazz America host Russ Davis examined the marriage of jazz and classical music by talking to four jazz greats: Miles Davis, Chick Corea, Pat Metheny & Jean-Luc Ponty.
- VOA Music Mix and Border Crossings host Larry London interviewed actor/musician Jeff Daniels, who discussed his favorite film roles and his music career.

D. INTERNET AND NEW MEDIA DEVELOPMENTS

November 2010 Web Traffic Up 50% from November 2009

The 12.5 million site visits to VOA's 48 websites in November 2010 represents a 50% increase from traffic in November 2009. VOA's Burmese, Indonesian and Khmer websites all registered major increases in traffic.

The Classroom Is Open

"What I wanted and waited for a long time is finally come true." That is the response of an online user in Indonesia to an English language learning program just launched by VOA. Called *The Classroom*, the free program offers customized, interactive lessons built around news articles from VOA's Special English webpage and broadcasts. Individual lessons are designed to increase vocabulary and improve listening and comprehension skills. In the Interactive Learning Lab



users can find wordbooks and a dictionary. In its first week online more than 150,000 visited *The Classroom*, which offers English language lessons for beginning, intermediate and advanced learners. To find out what English language learners from around the world are so excited about, go to www.voanews.com/theclassroom.

Parazit Facebook Page #1 in Iran

The satirical *Parazit* (*Static*) program is a big hit for PNN – and big hit on Facebook as well. *Parazit* now has more Facebook fans --180,000 -- than any other Facebook page in Iran. It surpassed the page of opposition leader Mir-Hossein Mousavi, which has long held the top spot. On average, the *Parazit* page now adds about 10,000 fans every week. The show offers biting humor not found elsewhere in Iran. In one recent episode, host Kambiz Hosseini and show co-creator Saman Arbabi pointed their satirical spotlight at Iran's ministry of culture and its decision to publicly endorse a sword-shaped "Islamic Necktie" designed by an Iranian tiemaker. Saman and Kambiz took the idea a bit further and came up with some ties of their own, including a "baseball bat tie" for the feared Basij Militia, and another for the Iranian Judiciary that could be used as a hangman's noose. *Parazit* is also being noticed outside Iran. Public Radio International recently broadcast a feature on *Parazit* titled "Iran's Daily Show."

DaletPlus Off and Running

VOA's DaletPlus system took a big step forward in the beginning of December when Central News and the English Division began posting all their scripts on the new system. It's almost impossible to convey the enormous complexity of installing DaletPlus, which gives users the ability to search the wires, write and edit stories and view video in the same program. DaletPlus began rolling out at VOA in 2009 and is now being used by all but two of the VOA language services that have television programs. Chris Novack, the digital project manager, says DaletPlus is stable and administrators are "listening to concerns as they come up." He says one of the concerns has been the speed of the system and administrators are monitoring that. Novack says the entire project team is working hard to "adjust the system to the workflow of the users."

Zimbabwe Service Resumes SMS Messages

The Zimbabwe Service re-launched SMS bulletins during November. The launch is well timed because two major political events are looming in Zimbabwe. Not only is a constitutional referendum supposed to be held next year, but it is also going to hold general and presidential elections. So far neither the referendum nor the elections have even been scheduled, but the national unity government has become increasingly fragile and President Robert Mugabe has declared that the power-sharing arrangement in place since February 2009 is so troubled that new elections should be held by mid-2011. The Zimbabwe Service's Studio 7 text bulletins have been resumed to the approximately 9,500 listeners who signed up for these messages earlier in 2010 under an experimental ad-supported text service. Even before a promotional campaign about the re-launch was begun, word of it had spread among the Studio 7 listener-subscriber base, prompting requests to receive updates on major news developments.

Kurdish Service Adds New Feature to Website

The Kurdish Service has started a new "Web Radio" by uploading the audio of parts of its radio programs on its Sorani and Kurmanji websites. This enables web visitors to listen to daily news, international and American press reviews and the *American Moments* program directly from the

home page. And once the VOA Kurdish mobile site is launched, users will be able to listen to these short segments on their smart phones.

Big Jump in VOA Georgian Web Stats

The number of visits to the VOA Georgian website increased from 6,524 in September to more than 28,000 in November. The dramatic increase is believed to be primarily due to a promotional campaign the Georgian Service has begun on Facebook.

Two New Sites for Online Users in Middle East

VOA's English Division has launched two social media forms of outreach: a Facebook page, *VOA Middle East Voices*, designed to facilitate conversations with and among its regional audience in the Mideast, and a Twitter page, *VOA Mideast*, whose goal is to virally distribute enterprise reports that will resonate with Middle East users.

VOA Korean Web Affiliations

On November 2, VOA and Yonhap, South Korea's largest news wire service, signed a web licensing agreement under which Yonhap uses VOA programs in Korean and English from VOA's website. As a result of the agreement, a VOA banner was placed on Yonhap's English website. On November 23, VOA also signed a web licensing agreement with CBS Radio, South Korea's largest Christian network. The new agreements are expected to help increase visits from within Korea to VOA's site.

VOA Chinese Website Pick Ups

The U.S. Embassy in Beijing reports that 169 VOA Chinese articles were placed in the Chinese media during the month of November. The VOA Mandarin article "Beijing University Professor Xia Yeliang Reported to Be 'Anti-Party and Anti-Socialist'" appeared on more than 76 websites. The VOA Mandarin story "China is replacing Russia in Central Asia" appeared on more than 40 websites, including the popular www.sina.com.

Somali SMS

The Africa Division's senior web editor, Steve Ferri, reports that on December 2, NationLink, a major telecom company in Somalia, sent three VOA SMS messages to subscribers in the northern Somali region of Somaliland. The first announced that VOA was introducing SMS alerts. The following two messages were the news alerts themselves. Since then, subscribers in Somaliland have been receiving two SMS messages a day on topics of concern to all Somalis, such as health care, the political situation and relevant international news. The next step comes in January, when NationLink will begin sending SMS messages to subscribers in Puntland, in central Somalia. It is estimated that, by the beginning of next year, more than 250,000 Somalis will be receiving VOA news alerts.

VOANews.com Web Traffic for November 2010

	Language Service	Site Visits (Sessions)	Page Views	Average Minutes Spent on Site per Visit (Session)	Median Minutes Spent on Site per Visit (Session)	LAST MONTH (Oct 2010)		Change from last month – Visits/days in month
						Site Visits (Sessions)	Page Views	
	VOA	12,482,436	31,306,505	08:42	03:12	11,998,241	30,111,105	8%
1	English	3,526,071	6,186,121	09:12	03:15	3,360,596	6,000,299	8%
2	Persian *	1,831,751	4,096,707	09:13	02:19	1,922,360	4,248,446	-2%
3	Special English	1,485,274	4,766,130	11:08	03:32	1,451,029	4,786,789	6%
4	Vietnamese	1,415,687	6,163,036	11:46	04:50	1,285,311	5,554,908	14%
5	Burmese	742,243	1,926,818	10:38	04:41	443,323	957,583	73%
6	Russian	645,525	1,530,668	08:39	03:38	653,636	1,469,176	2%
7	Chinese *	608,041	2,003,036	10:38	03:55	678,006	2,256,696	-7%
8	Somali	418,922	909,790	09:24	02:58	479,110	1,052,648	-10%
9	Amharic	284,658	524,074	06:26	01:25	315,453	603,723	-7%
10	Indonesian	139,049	267,548	08:39	04:22	115,489	222,627	24%
11	Albanian	122,835	313,413	06:25	02:31	117,956	303,117	8%
12	Khmer	118,834	240,969	09:26	03:53	89,853	167,825	37%
13	Spanish	107,497	175,307	07:20	02:44	66,063	117,372	68%
14	Urdu	80,855	223,361	10:05	04:45	89,386	239,864	-7%
15	Hausa	72,458	173,609	08:33	04:07	70,274	159,915	7%
16	Pashto	55,945	114,155	09:17	04:17	59,700	121,745	-3%
17	Tigrigna	55,705	123,003	07:02	01:10	59,129	128,593	-3%
18	Khmer-English	48,898	111,038	08:25	03:30	37,763	80,339	34%
19	Tibetan	47,228	88,106	08:16	02:05	50,311	97,368	-3%
20	Zimbabwe	46,910	79,738	07:11	03:28	40,120	68,833	21%
21	Dari	46,177	114,480	08:22	03:01	50,414	121,248	-5%
22	Serbian	39,800	83,584	06:00	02:06	42,195	87,210	-3%
23	Korean	37,751	105,048	07:33	02:20	33,492	97,557	16%
24	Turkish	35,660	70,925	07:59	02:40	36,378	70,987	1%
25	Central Africa: Kinyarwanda and Kirundi	34,928	57,208	06:59	02:23	42,607	71,863	-15%
26	Ukrainian	34,718	71,884	07:17	02:32	30,524	59,166	18%
27	Lao	28,314	88,523	11:46	05:44	26,999	88,248	8%
28	Georgian	27,544	56,957	08:29	03:12	27,351	61,421	4%
29	Tibetan-English	27,211	52,346	08:07	02:13	26,971	53,080	4%
30	Uzbek	25,025	49,135	08:50	04:11	28,049	56,807	-8%
31	Thai	20,434	36,531	07:34	02:34	14,820	29,720	42%
32	Creole	20,335	37,399	08:48	03:06	15,410	28,609	36%
33	Portuguese	19,275	50,706	09:33	03:59	15,385	37,493	29%
34	Croatian	18,398	31,507	06:12	02:15	16,162	28,152	18%
35	French	17,985	38,725	07:10	02:47	18,067	38,907	3%
36	Azerbaijani	17,830	35,344	07:39	03:12	13,653	28,163	35%
37	Kurdish	16,903	43,100	06:31	02:19	13,025	40,857	34%
38	Afaan Oromoo	15,984	36,202	06:14	01:15	18,189	44,330	-9%
39	Bosnian	14,959	29,604	05:30	01:29	18,171	38,077	-15%
40	Swahili	11,444	21,360	07:48	03:17	10,231	19,618	16%
41	Deewa	11,186	28,031	08:01	03:44	11,671	29,056	-1%
42	Bangla	10,834	20,836	07:36	03:16	10,376	19,621	8%
43	Armenian	9,500	17,795	06:26	02:13	8,422	16,685	17%
44	Greek	7,389	12,749	06:56	02:28	7,158	12,640	7%
45	Kurdi	6,852	13,448	05:34	01:48	3,309	6,796	114%
46	Macedonian	4,150	9,120	10:45	02:10	4,477	10,825	-4%
47	Shona	3,439	6,609	07:48	03:48	2,837	5,326	25%

48	Ndebele	1,911	3,757	06:21	03:13	1,721	3,308	15%
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* These do not include traffic to VOA sites via proxy servers, listed below.

	Nov 2010	Oct 2010
Persian	1,882,844	1,725,684
Chinese	491,414	563,467

Mobile Websites:

	Language Service	Visits Nov 1-30	Pages Viewed Nov 1-30	Visits last month Oct 2-31 (30 days)	Pages viewed last month Oct 2-31 (30 days)	% change in visits
	ALL VOA	199,283	465,088	250,768	554,793	-21%
1	Chinese (Simplified Characters) *	57,045	96,511	50,520	92,586	13%
2	English	46,948	118,964	46,548	116,243	1%
3	Vietnamese	23,720	83,609	20,511	67,943	16%
4	Russian **	18,274	40,213	79,216	151,796	-77%
5	Hausa	16,069	36,878	13,420	29,252	20%
6	Persian	14,061	34,581	14,117	35,232	0%
7	Somali	9,981	21,344	12,366	27,330	-19%
8	Urdu	2,942	7,524	3,516	9,357	-16%
9	Indonesian	2,758	6,937	2,858	7,355	-3%
10	Korean	1,917	4,687	2,231	4,827	-14%
11	Albanian	1,727	4,363	1,610	3,689	7%
12	Swahili	767	1,829	889	2,002	-14%
13	Uzbek	727	1,637	1,018	1,889	-29%
14	Chinese (Traditional Characters)	677	1,815	445	1,423	52%
15	Spanish	607	1,333	452	1,078	34%
16	Turkish	359	814	377	853	-5%
17	Serbian	325	1,015	311	989	5%
18	Ukrainian	212	622	202	627	5%
19	Azerbaijani	115	317	97	195	19%
20	Bosnian	52	95	64	127	-19%

Beginning this month, VOA mobile website traffic will be reported using Google Analytics, not the reports submitted by Mobiletech. The numbers from both reporting tools are comparable.

* The Mobile VOA site started being blocked in China on November 27, 2010.

** The Russian Mobile site AdMob advertising campaign stopped on November 5, 2010.

YOUTUBE

Of the 44 language services, 24 services distribute videos on branded YouTube channels. The VOA language services with the most videos viewed on YouTube this month are (as of November 30, 2010):

Top Youtube Language Services	Videos Viewed this month
PNN	697,000
Special English	551,000
English	533,000
Albanian	130,000
Chinese	107,000

FACEBOOK

Of the 44 VOA language services, 34 have at least one Facebook Page (some languages services have more than one). The services with the most “friends” or “likes” on Facebook are (as of November 30, 2010):

Top Facebook Language Services	Sum of all accounts' fans
Indonesian	300,000
PNN	240,000
Special English	29,000
English	22,000
Vietnamese	5,000

TWITTER

Of the 44 VOA language services, 29 have at least one Twitter account. The VOA language services with the most followers of their Twitter accounts are (as of November 24, 2010):

Top Twitter Language Services	Sum of all accounts' followers
English	13,000
Special English	9,000
Persian	7,000
Indonesian	6,000
Chinese	6,000

GOENGLISH.ME

goEnglish.me, a new "learning English" website, is currently available in Chinese and Persian versions. Below is traffic information for June, including visits and time on site, as well as the number of registered users. Visitors must register to participate in the forums and social networking components of the site, but they can access lessons and other materials without registering.

goEnglish site	Registered Users	Visits in November 2010	Average Time on Site (minutes)
Farsi	47,000	86,386	11:29
Chinese	13,000	15,940	6:19

E. DEVELOPMENT

French-to-Africa Workshops on HIV/AIDS a Big Hit in DRC

Journalists across the Democratic Republic of Congo are learning about the HIV/AIDS epidemic in a series of eight workshops organized by the Voice of America. "We are very happy with the VOA initiative and its contribution to the fight against HIV/AIDS," said Dr. Aime Mboyo, coordinator of the national HIV/AIDS program in DRC. The workshops, organized by Ferdinand Ferella of the French-to-Africa Service, include a mix of information about the HIV/AIDS epidemic in DRC, along with practical information about covering health issues such as HIV/AIDS. The VOA workshops are supported by the U.S. Department of State through its embassy in Kinshasa.



Dr. Mboyo said, "We are already seeing the first results. Participants in

the Kinshasa and Lubumbashi workshops have decided to set up a network to stay in touch and exchange information. The role of the media is crucial, particularly community radio because 70 percent of the population lives in rural areas," she said. The workshops also drew praise from participants, such as Zacharie Lunda of Radio Parec in Mulongo. "I live in a remote town in Katanga," Lunda said, "I was very touched to be invited to the Lubumbashi workshop, just the idea that someone out there cares for me." The workshops began in Kinshasa, in late November, and more are scheduled for Goma, Bukavu, and Kisangani. Early next year, VOA will also organize programs in Mbuji-Mayi, Kananga and Matadi.



The U.N. estimates between 400,000 and 500,000 people in DRC are living with HIV/AIDS. At the end of 2007, 1.3 percent of adults in country had HIV/AIDS, and recent studies suggest the percentage may be increasing.

Almaty Workshop

VOA's Office of Development and Media Training negotiated an interagency agreement with the State Department's Bureau of Oceans, Environmental and Scientific Affairs (OES) to organize and conduct a regional journalist workshop, Avian and Pandemic Influenza and Infectious Disease: Getting the Story, in Almaty, Kazakhstan in the beginning of November (November 2 and 3). Eighteen journalists from radio, television and print media attended representing four countries: Kazakhstan (7), Kyrgyzstan (4), Ukraine (4), and Uzbekistan (3).



There were also representatives from local and international health organizations, including the U.S. Centers for Disease Control and Prevention (CDC), the World Health Organization (WHO), and the Ministry of Health of Kazakhstan, who gave presentations on influenza and infectious diseases. They also discussed other infectious diseases, particularly those present in the Central Asian region.

In addition to the presentations, participants took a field trip to the Institute of Virology in Almaty, where the lab's director hosted the group for a morning session. The journalists also engaged in interactive sessions on their role in communicating with the public, including obtaining reliable sources on health information, building productive relationships with health officials, and reporting responsibly on health issues and crises.



A useful tool was added to this workshop courtesy of the CDC office in Almaty. The office undertook a survey of the journalists prior to the event seeking input on their health information needs and questions. The feedback was summarized in a report for the panelists so they could tailor their presentations accordingly. The survey questions have already been adapted by VOA's Development Office for future workshops.

F. PUBLIC RELATIONS

Media & Outreach

- VOA Director Danforth Austin responded to Kenneth R. Timmerman's November 17 opinion piece in the *Washington Times* that included critical allegations about PNN. Austin pointed out that a 2009 investigation by the State Department's Inspector General had concluded, "The Persian News Network is performing a vital function. It is the only platform from which the U.S. Government can reach an Iranian audience with unbiased news and information about U.S. foreign policy and American life." The Austin response appeared online and later, November 22, in the newspaper.
- Mitra Taj of Public Radio International produced a short radio piece about PNN's satirical program, "Parazit." http://www.theworld.org/2010/12/01/irans-daily-show/?awesm=fbshare.me_AYAws&utm_content=fbshare-js-large&utm_medium=fbshare.me-facebook-post&utm_source=facebook.com
- Our office received an inquiry from a reporter with the Miami Herald about proposed shortwave cuts. Consistent with BBG and VOA Front Office guidance, VOA Public Relations Acting Director David Borgida told him decisions are being re-evaluated.
- Israel Plus visited VOA in early November to interview VOA Director Danforth Austin and colleagues in the Russian Service for a documentary about Russian immigrants to the United States

Events

- Our office worked with the English Programs Division to organize a panel discussion on November 6 marking the 10th anniversary of *Straight Talk Africa*. The live discussion, also webcast, dealt largely with Africa's future.
- VOA Public Relations provided support, along with other Agency elements, for the presentation of a town hall at the Newseum on November 5 about the impact of the Congressional mid-term elections on U.S. foreign policy.
- On November 16, Public Relations also worked with other Agency elements to organize a live panel discussion and webcast on "Egypt Votes: Challenges and Perspectives," which dealt with the upcoming Egyptian Parliamentary Elections.

VOA Studio Tour

- The International Foundation of Electoral Systems brought 34 electoral officials from various countries for a briefing with Africa Division Program Manager Negussie Mengesha, French to Africa Service Chief Idrissa Dia, French to Africa broadcaster Ferdinand Ferella, Armenian Service Chief Araxie Vann, and Central News Assistant Managing Editor for National News Jim Fry. – November 2
- Eight participants in the Pakistan Fellowship Program, sponsored by the American Council of Young Political Leaders, met with South Asia Division Director Spozhmai Maiwandi and Radio Deewa Service Chief Nafees Takar. The Urdu Service also interviewed all eight participants. – November 10
- A group of Eunice Kennedy Shriver Fellows met with Sonny Young, host of the *Sonny Side of Sports*, and were interviewed by the Greek Service. – November 18
- A delegation of Chinese government officials met with Acting Chinese Branch Chief Jing Zhang and other Chinese Branch staff. – November 22

- VOA Public Relations worked with the BBG Office of Public Affairs to present an orientation program to a class of Foreign Service Officers. Acting VOA Public Relations Director David Borgida took part in the panel discussion. FSO's also had an opportunity to meet with staff from VOA language services. – December 7

Written Communications

In November, the office published one special VOA election coverage edition and two other editions of “VOA Buzz”—our internal newsletter and released the following press releases:

- Innovative New VOA English Learning Program Catching on Fast – November 10
- VOA Journalist Named One of Ukraine's Most Influential Women - November 19
- Journalists Flock to VOA's HIV/AIDS Training in Democratic Republic of Congo - December 3

VOA Reports Used by Other News Organizations & Blogs

- Cambodians in U.S. Mark Seventh Day following Diamond Bridge Tragedy, Ki Media, Dec. 4, <http://ki-media.blogspot.com/2010/12/cambodians-in-us-mark-seventh-day.html>
- Haiti's Cholera Outbreak Puts Pressure on Capital, Haitifeed.com, November 9 (links to VOA Special English), <http://www.haitifeed.com/2010/11/09/haitis-cholera-outbreak-puts-pressure-on-capital-voice-of-america/>
- Rangoon Diary: Democracy First on Suu Kyi's Agenda for Burma, Today's News, November 14 (links to VOANews.com), <http://www.theworldnewsonline.com/world/rangoon-diary-democracy-first-on-suu-kyis-agenda-for-burma-voice-of-america/>
- Aung San Suu Kyi Seeks Reconciliation With Military Rulers, Qi dailyQi, November 15, <http://dailyqi.com/?p=27189>, VOA Link - <http://www.voanews.com/english/news/Aung-San-Suu-Kyi-Addresses-Supporters-at-Party-Headquarters-107919589.html>
- Millions of Muslims on Annual Hajj Pilgrimage, Tar Heel Tribune, November 14, <http://www.tarheeltribune.com/?p=2189>, VOA Link - <http://www.voanews.com/english/news/Millions-of-Muslims-on-Annual-Hajj-Pilgrimage-107927489.html>





November 9, 2010

MEMORANDUM FOR: Broadcasting Board of Governors
FROM: Dan Austin, VOA Director
SUBJECT: VOA's Monthly Report for November

A. FIREWALL

There are no firewall issues to report this month.

B. CHALLENGES/ISSUES

VOA Hosts 2010 DG-5 Meeting

Combating jamming and censorship and finding ways to more efficiently distribute content were among the topics discussed when the directors of the VOA, BBC World Service, Deutsche Welle, Audiovisuel Extérieur de la France, and Radio Netherlands Worldwide gathered for their annual meeting in Washington October 24-26. BBG Chairman Walter Isaacson and BBG Governors Michael Meehan and Dennis Mulhaupt also took part in the meeting, and exchanged ideas on press freedom, possible collaborations and other matters with officials from the DG5 broadcasters. Chairman Isaacson also spoke on the future of international broadcasting, and Governor Meehan led a panel discussion with VOA senior political correspondent Jim Malone about the impact of U.S. midterm elections on U.S. domestic and foreign policy, and implications for international broadcasting.

VOA Uzbek Stringer Will Appear Before the Court of Appeals

VOA Uzbek stringer in Tashkent, Abdumalik Bobaev, has been sentenced by an Uzbek court to pay fine of about \$10,000 for libel and producing and distributing materials that threaten public security through his reports for VOA's Uzbek Service. Mr. Bobaev has appealed the verdict and is scheduled to appear at the Tashkent City Court of Appeals on November 12th. In a written statement, the U.S. Embassy in Tashkent said, "We are relieved that the court has released journalist Abdumalik Bobaev without prison sentence. However, the Embassy remains concerned about the implications of this case for the state of media freedom in Uzbekistan." Commenting on Mr. Bobaev's trial in an interview with VOA's Uzbek Service, Robert Blake, U.S. Assistant Secretary of State for South and Central Asian Affairs, said: "We think he has done very good work that should not be of any concern to the government of Uzbekistan. So we

will continue to monitor this very closely, because I think it does say a lot of about the importance of a free press.” VOA Director Dan Austin also expressed relief that Mr. Bobaev was not sentenced to imprisonment, but said in a press release: “We will remain concerned that his work as a journalist has resulted in a substantial fine. We will continue to follow his case, and hope that he will be able to continue providing fair, comprehensive, and accurate reports to our audience without fear of retaliation.” Meantime, the BBG is seeking ways to provide assistance to our journalists in trouble.

C. PROGRAMMING/NEW INITIATIVES

VOA Covers the U.S. Midterm Elections

Election Day. A “live standup” from the White House, a cut-in from our congressional reporter on the VOA rooftop, a live-shot from VOA’s bureau in LA, another from the State Department, then to Islamabad, and back to the studio where analysts discussed the midterm elections in a special two-hour broadcast. The program was simulcast on radio and television, webcast, and put on satellite for affiliates. With its five remotes, the show demonstrated the range and capabilities of VOA. It focused on results of key races and issues like immigration, Iraq, and Afghanistan.

November 5th at the Newseum. VOA journalists were showcased at a live post-election event that included reporters from the Pashto Service, Indonesian, Turkish, and the Russian Service. A sizable studio audience watched as English-speaking hosts Kokab Farshori from VOA’s Urdu Service and Navbahor Imamova from the Uzbek Service interviewed an impressive panel that included Gen. Barry McCaffrey, Ken Adelman, Robert Reich, Stu Rothenberg, Jennifer Palmieri, Bill Schneider, Wendy Chamberlin, and others. The show was webcast and distributed on satellite. Pakistan’s Express-24 carried it live and Pakistan State Television (PTV) unexpectedly decided to air it. It was also adapted for broadcast in Farsi, Russian and Mandarin. Services used social media outlets like Facebook and Twitter to post highlights of the program.

Prior to the election. VOA hosted a pre-election panel discussion featuring independent political analysts who took questions from an audience of Washington-based reporters and in-house journalists. That event was webcast and used by language services for pre-election coverage.

Many of VOA’s 44 language services worked extensively with affiliates to provide individualized coverage of the election. Myroslava Gongadze of the Ukrainian Service went to a local polling station and produced a TV package that showed how she herself voted, how the electronic machines worked, how results are collected and why Americans don’t fear that their vote won’t count. The Indonesian Service fed a wealth of election coverage to its audience and affiliates. Nearly a dozen pre-election stories from the service were supplied to affiliates. Election night the service did live Q&A’s with top Indonesian TV networks, including TVOne, ANTV, SCTV, and Trans 7.

The South Asia Services, Bangla, Dari, Pashto, Urdu, and Deewa Radio, posted reporters at polling stations so they could speak to people coming out of voting booths. Deewa Radio

produced a special call-in show and the service found Pashtun-Americans to comment on the election. Deewa interviewed Senate Minority Leader Mitch McConnell after the election.

The Albanian Service interviewed U.S. Senate candidate Joe DiGuardi (R-NY), who is of Albanian descent, and Ilir Zherka, a former Democratic campaign aide and Executive Director of DC Vote. VOA Russian interviewed New York State Assembly member Alek Brook-Krasny, a Russian-speaking immigrant who spoke about the political views of his Russian community. The Croatian, Serbian, and Greek Services, answered questions about the election during a series of live Q&A's with their affiliates. Ivica Puljic of the Croatian Service went live from the VOA rooftop with TVNova, one of Croatia's three nationwide networks. The Service also interviewed the Co-Chair of the Croatian Congressional Caucus, Rep. Peter Visclosky (D-IN) and Sen. Mark Begich (D-AK), a freshman Senator of Croatian descent. The Greek Service broadcast a 45-minute TV special on the election results.

Many African services made increasing use of mobile phones to distribute their election reports. The Horn of Africa Service broadcast analysis of the defeat of Wisconsin's Senator Russ Feingold and the re-election of two members of Congress, Donald Payne of New Jersey and Mike Honda of California, on the impact of the Ethiopia caucus on the Hill and the future of a Senate Resolution on Ethiopia.

Editors from VOA's English website created special pages for election coverage and to promote VOA's election events. Dozens of Central News reporters, editors, camera operators and writers contributed to election coverage. There were multi-media pieces on the economy, on unemployment, and the barrage of television advertising. There were explanatory pieces on how these ads were financed and how it was all made possible by a Supreme Court ruling earlier in the year. There were pieces on Tea Party candidates, Hispanic candidates, Hispanic voters, Muslim voters, African-American, women and youth voters. Services also broadcast reports on how a change of party leadership in the House or Senate could affect national, state and local politics and budgets. There were separate pieces on California, Florida, Nevada, Colorado, and Ohio, a piece on billionaire candidates who financed their own campaigns, as well as radio and TV items on how television comedians were affecting the election process.

VOA Covers Burmese Election

On November 7, the day of Burma's first election in 20 years, VOA Burmese broadcast a live, 30-minute TV election show, providing audiences with up-to-the-minute developments in real time from outside Burma. Hosted by Service Chief Than Lwin Htun, the special program included reports from inside Burma and from the Thai/Burma border town of Mae Sot, where guests joined via Skype. The show also featured reports and commentaries on the campaign strategies of the different political parties, on the question of how free and fair the election was, and on the world reaction to the election, which had been dismissed by critics as a sham. The show will be rebroadcast several times during the week following the elections. The Service continues to cover and report on the post-election conflict that has broken out and the thousands of refugees who have fled into neighboring countries to escape post-election fighting between an ethnic militia and the Burmese military.

The service trained stringers and set up a special newsroom in Thailand to produce five-minute radio bulletins. The service has also helped train VJ's who at great risk have been recording video and sending it in for use in the special 30-minute weekly election TV programs that began October 16. VOA's Central News correspondents in Mae Sot provided comprehensive reporting for all VOA services on the election and its aftermath.

VOA Covers Kyrgyzstan's Parliamentary Elections

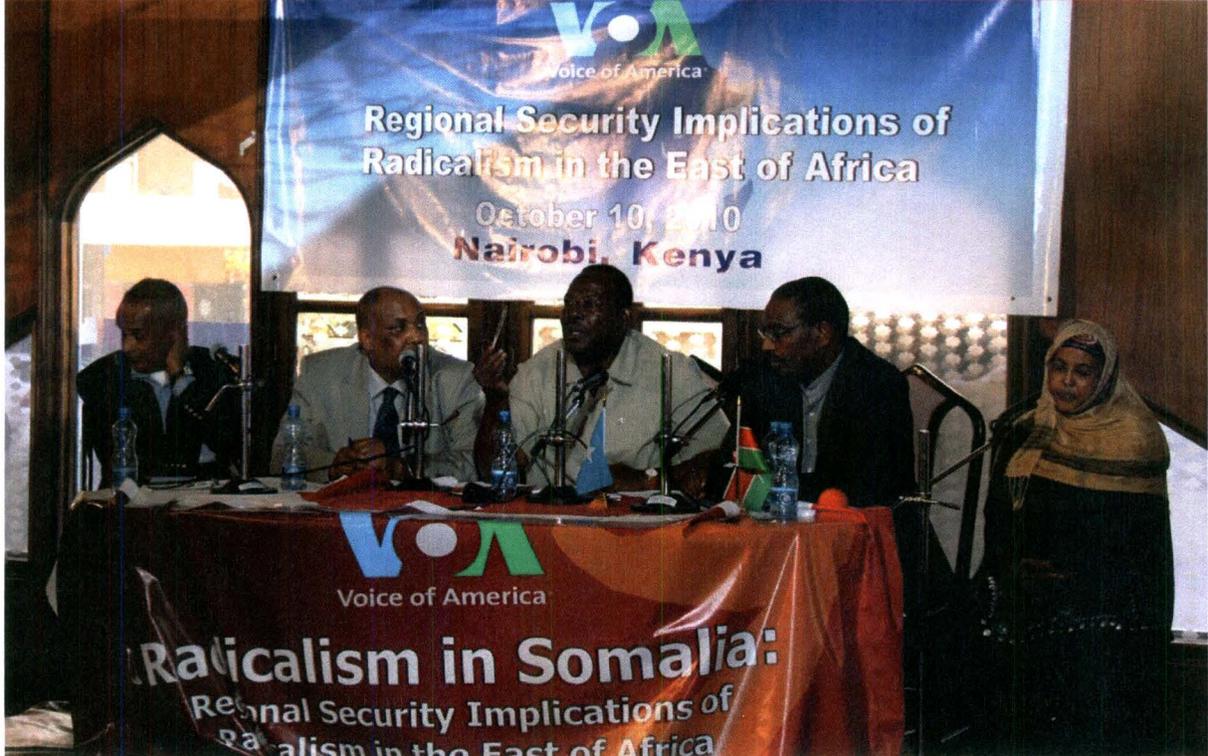
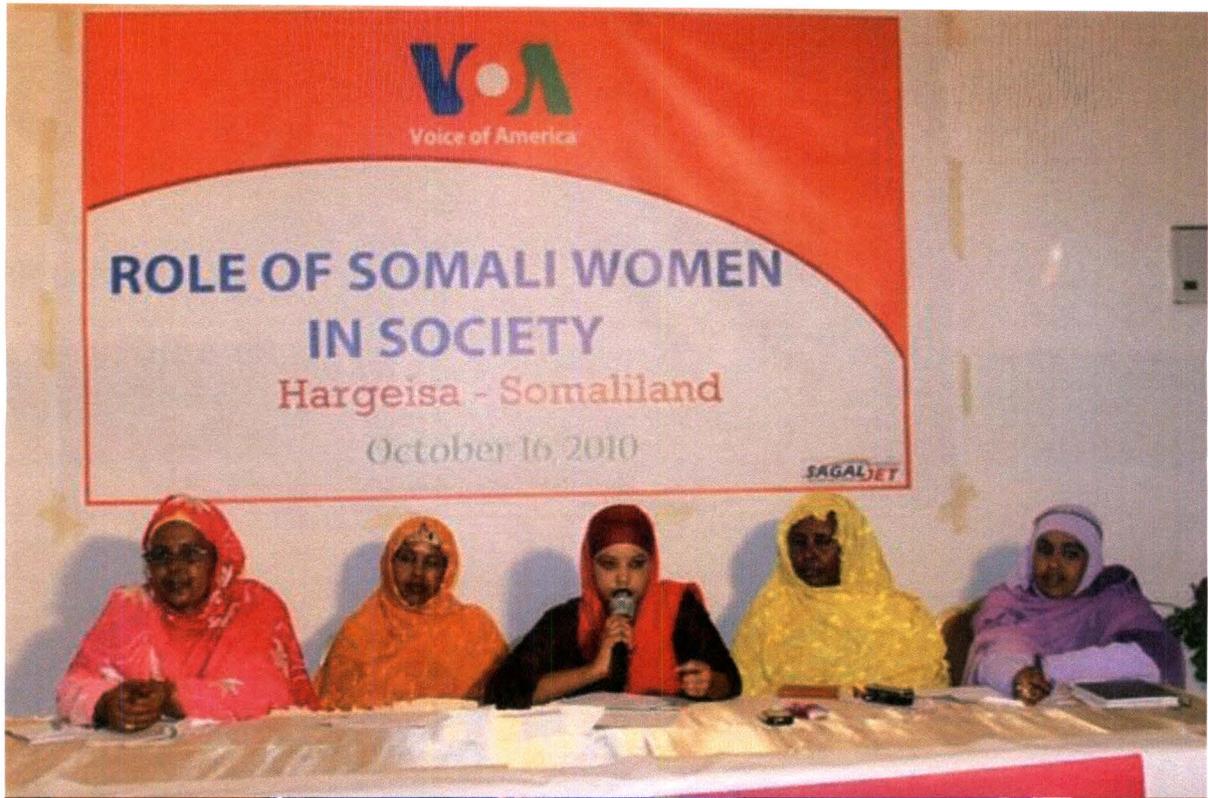
Russian Service correspondent Erica Marat traveled to Kyrgyzstan to report on the country's landmark parliamentary elections as well as the aftermath of ethnic clashes in Osh. During her trip, Marat interviewed leaders of three major political parties, U.S. Ambassador to Kyrgyzstan Tatiana Gfoeller, and numerous local and international election observers. At a press conference, our correspondent asked President Roza Otunbayeva whether ethnic minorities would be represented in the new parliament. In southern the southern city of Osh, which has recently seen ethnic violence, VOA Russian talked to Kyrgyz and Uzbek residents, asking them about their views on what caused the bloodshed and how they see the city's future. The reporter witnessed a brutal fight between Kyrgyz and Uzbeks in front of a courtroom and followed the victims into the hospital. The report on what she saw included interviews with Kyrgyz perpetrators, local policemen, an Uzbek victim's lawyer, and international human rights activists. During her trip, Marat was approached for comment by other media, including Russian online news agency Rosbalt, Australian ABC radio, French RFI, and the BBC Uzbek Service. VOA's Central News Moscow correspondent provided additional coverage from Bishkek.

VOA Swahili Covers Tanzania Elections

Swahili broadcast a one-hour special live coverage of Tanzanian elections on October 31, with Swahili reporter Khadija Riyami and stringer Hamisi Dambaya reporting live from Dar es Salaam and Zanzibar. An in-studio guest in Washington provided instant analysis soon after polling stations closed and early parliamentary results began coming in. Swahili coverage was also available on SMS and mobile devices. Within an hour of the broadcast, the Swahili Service received 238 SMS messages from listeners commenting on the program.

VOA's Somali Service Hosts Town Hall Meetings

VOA's Somali Service held one town hall meeting in Nairobi, Kenya, and another in Hargeisa, Somalia in October. The Nairobi town hall meeting focused on the impact of Somalia's radicalism on the East Africa region, while the Hargeisa meeting centered on the role of Somali women in society.



VOA Spanish Covers Rescue of Chilean Miners

VOA's Spanish Service stayed on top of every aspect of the rescue operation of 33 Chilean miners trapped underground for more than two months. Radio broadcasts and the daily *El Mundo al Dia* television program featured original reporting, interviews with family members of the miners, and American experts. Among the many interviews was one with Doctor Michael Duncan, who led the NASA team that traveled to Chile, and another with Arturo Fernandois, Chile's ambassador to the United States.

Secretary Clinton's Visit to Balkans

VOA's Balkan services covered every aspect of Secretary of State Hilary Clinton's October visit to Bosnia, Serbia, and Kosovo, as well as EU Headquarters in Brussels. In an interview previewing her trip, Deputy Secretary of State James Steinberg told VOA he was excited about the prospect of Kosovo and Serbia finally sitting down at the same table. VOA's coverage, which included live reports via Streambox from Prishtina, expanded video journalist reports and interviews with experts from the target area and the United States, was picked up by dozens of TV, newspapers, and web organizations throughout the region, with full credit to VOA.



VOA Serbian anchor Bratislav Djordjevic, in Washington, speaks with stringer Budimir Nicic, live via Streambox, from Kosovo, during Secretary Clinton's visit to the region.

VOA Reporters Follow the Trail of China's Epic "Long March"

After a voyage of 21 days and more than 7,500 kilometers through a transformed Chinese landscape, VOA Beijing correspondents Stephanie Ho and Nan Zhang have retraced the route of Mao Zedong's epic "Long March," one of modern China's founding legends. Their journey, documented with maps, words, pictures, and video, took the VOA journalists through some of China's poorest and most remote areas, giving them a rare opportunity to see how the country's 800 million rural residents cope with life in the 21st century. Stephanie Ho's web presentation, which includes an interview with a "Long March" survivor, begins in Ruijin, the so-called "Red Capital," where Mao's outnumbered Communist forces were based in 1934 before they began their 10,000-kilometer flight from the Nationalist Army they would eventually defeat. The voyage was, according to Stephanie Ho, "like being in a different country." She said, "People say Beijing and Washington have more in common than Beijing and a rural village in Guizhou province. Now I believe it."

Cyber Security Panel at VOA Discusses Online Freedom

On October 13, U.S. national security officials and cyber security experts tackled the thorny issue of surveillance laws and online freedom. Richard McNally, an FBI counter-terrorism official, and Greg Nojeim, senior counsel at the Center for Democracy and Technology, were among the panelists at an interactive forum hosted by Voice of America. Also taking part: Martin Libicki, a senior management scientist at RAND, Ambassador Philip Verweir, the U.S. Coordinator for International Communications and Information Policy at the State Department, and Nancy Scola, Associate Editor at techPresident.com. McNally told the panel, "The Internet has become the most prevalent way by which people around the world interact with each other. At the same time, the Internet has become a tool for people who want to do harm to others." Panelists noted that surveillance is proving more difficult because of encrypted communication. To remedy the situation, the FBI and other security agencies want high-tech firms to include hidden "back doors" in their products that would allow for surveillance of user activities. But many experts are concerned about the implications of too much government involvement. The participants took questions from online participants from China, Vietnam, Nigeria, and elsewhere.

Special Health Series for African Audiences

In October, VOA's English to Africa Service premiered a special 15-part series on maternal and child health in Africa. This multi-media series is called *A Healthy Start: On the Frontlines of Maternal and Infant Care in Africa*, features doctors, nurses, international experts, and ordinary African women who discuss issues that affect mothers and their children. The stories are reported from east, west, and southern Africa by VOA reporters in Ethiopia, Sierra Leone, and South Africa. A web special was created with a promo box and links at www.voaafrica.com, which includes stories, photos, video clips, and data.

VOA Urdu & PTV Join Hands for Peace

For the second consecutive year, VOA's Urdu Service contributed to the "Media for Peace" Telethon organized by the Pakistan Television Corporation (PTV), which aims to make viewers aware of the consequences of terrorism and the importance of shared values. VOA was one of six international broadcasters invited to participate in the show, which included live segments with VOA's hosts and guests in Washington and New York. The VOA portion of the show also featured a taped message from USAID director Rajiv Shah. This year's telethon emphasized peace through recovery not only from terrorism but also from devastating floods. It included an exclusive interview with U.S. Special Representative to Muslim Communities Farah Pandith. Following the broadcast, PTV called the VOA hour the "high point" of the special program and rebroadcast that segment.

New Format for Popular VOA Radio Program to Afghanistan

VOA's popular Ashna Radio hit the airwaves in Afghanistan on October 18 with a new format that includes more news, sports, music, call-in shows and features. The debut program featured an interview with former First Lady Laura Bush. The new format for Ashna Radio, which is on the air two hours each morning and six hours each night, also offers more live coverage of breaking news and call-in programs. In addition, it has a satirical segment that features a well known Afghan comedian. New stories in production look at the shortage of playgrounds for children, a new ski resort in Bamiyan, and life in a drug clinic. Other stories describe

Afghanistan's struggles and the way people are coping after decades of war and strife. An in-depth education series is planned that will look at the challenges and success stories that often go untold.

VOA's *Straight Talk Africa* TV Program Turns Ten

VOA's popular *Straight Talk Africa* TV program marked its ten-year anniversary with a lively panel discussion featuring George Ayittey, founder and president of the Free Africa Foundation, Emira Woods, Co-Director of Foreign Policy in Focus, at the Washington-based Institute for Policy Studies, and Sulayman Nyang, professor of African Studies at Howard University. The panelists underscored the need for stronger opposition parties, independent electoral commissions, an independent judiciary, and the need for a free press if Africa is going to make progress toward democracy and good governance.

VOA Hosts Karaoke Contest in Russia to Promote New Product

One of the highlights of VOA's participation at Russia Internet Week (RIW) in Moscow was the successful implementation of a karaoke contest to promote the launch of the Russian version of GoEnglish.me, VOA's English-learning site. For two days, 26 trade fair participants agreed to sing and have their performances videotaped and posted on VOA Russian's website. Reaching out to their friends on social network sites that included VKontakte and Facebook, participants generated more than 4,000 votes in 36 hours, and there were more than 10,000 visits to the VOA karaoke contest page. The contest finale was held on the main conference stage, where the two leading contestants competed to win an iPad. In addition to the karioke performances of American pop, the standing room only crowd got to hear about GoEnglish.me and other new VOA Russian features. The aim of the contest was to have participants spread the word about GoEnglish.me in the same way as they publicized karaoke.



Moscow Bureau Chief Jim Brooke dropped by the VOA booth after the contest and was promptly serenaded with Lady Gaga's "Alejandro." Pictured above (l-r) are Glenn Kates, Eurasia Division Program Coordinator; karaoke participant; Brooke; Nicole, one of the finalists (she received over 500 votes for her performance of "Waiting for Tonight"); Irina Van Dusen, Russian Service Chief; audience-member. Finalist performances can be viewed at <http://www.voanews.com/russian/news/karaoke-contest/>.

VOA Indonesian Hosts Affiliates Conference in Two Large Indonesian Cities

“Digital Convergence 101: The Challenge of New Media” was this year’s theme for VOA Indonesian’s affiliate conference held in two Indonesian cities in late October. The conferences, organized by the VOA Indonesian Service, brought together 85 radio and TV station representatives from throughout Indonesia in Bandung and another 69 participants in Surabaya. The conferences included a packed two-day agenda that included expert speakers, a website building workshop, and a business meeting that showcased VOA innovations and invited feedback from the affiliate stations. Speakers included Budiono Darsono, the founder and editor in chief of detik.com, Indonesia’s most popular news portal; Amin Azman, the managing director of GroupM Interaction and Mindshare, Indonesia’s largest radio advertising broker; Nezar Patria, chairman of the Association of Independent Journalists; Edi Taslim, business general manager for Kompas.com; and Enda Nasution, known as the “father of Indonesian blogging.” During the workshop portion of the event, affiliates were tutored in building their own websites from a Google Sites template created by the Indonesian Service. At the business meeting, the Service introduced *VOA Direct*, the storefront website created by the Office of New Media for distribution of VOA audio, video, photos and text. In addition, VOA Indonesian introduced its pilot version of GoEnglish.me and a new made-for-Web video headline news report, *Kilas VOA*.

VOA Khmer Expands TV Affiliate Offerings

VOA Khmer's TV unit began sending a fifth U.S.-related video news story, *Washington Today*, to TV-affiliate CTN (Cambodian Television Network) in October. VOA Khmer now sends a 3-4-minute U.S. news video story to CTN Monday through Friday. CTN airs the segments in its high-profile 6:30-7:15 p.m. daily news program.

VOA Offers Journalism Training in Cambodia

The VOA Khmer Service and VOA TV producer Bart Childs trained more than 40 video reporters and editors at VOA Khmer’s Cambodian national television affiliate station, Television Kampuchea. While in Cambodia, Childs also worked with VOA Khmer stringer reporters on video editing and shooting and general video story production.

VOA Armenian TV Praised

A group of U.S. election observers from the member countries of the Organization for Security and Cooperation in Europe visited VOA on November 2nd. Two Armenian members of the delegation, Garegin Azaryan, Chairman of the Central Electoral Commission, and Tatev Ohanyan, spokesperson of the Central Electoral Commission, told VOA’s Armenian Service chief that they watch VOA Armenian TV segments with great interest and that the VOA material stands out for its high quality news programs.

Notable Interviews

- In an interview with PNN in Kabul, General David Petraeus, Commander of U.S. and NATO forces in Afghanistan, said that coalition progress in recent months has stopped Taliban advances in most of the country, and is putting pressure on even senior leaders of the group to seek a peace deal with the Afghan government. Petraeus also discussed the diplomatic dance taking place between the U.S., Iran and Pakistan over the fate of Afghanistan.

- Sarah Shourd, the released American hiker who spent more than a year in Iranian custody after she and two companions were accused of spying, appeared live on PNN's *News and Views* TV program from Berkeley, California. With regard to her hiking companions who remain in prison, Shourd said, "My release on compassionate grounds sets a precedent for Shane and Josh, and I can just only pray that the Iranian leaders and the authorities and the judicial system will show them compassion and set them free."
- VOA Serbian Service interviewed NATO's Supreme Allied Commander Europe, Admiral James G. Stavridis, on the security situation in the Balkans and other issues pertaining to Serbia, Montenegro, Kosovo, Bosnia, and Macedonia.
- In an interview with VOA Spanish from her prison cell in Venezuela, Judge Maria Lourdes Afiuni called on the government of Hugo Chavez to respect human rights and to allow for an independent judiciary. Judge Afiuni has been in prison since December of 2009, having irked the Chavez government over her ruling to release a businessman who protested government confiscation of his land.
- PNN interviewed Under Secretary for Terrorism and Financial Intelligence Stuart Levey about the Treasury Department's announcement that front companies based in Germany, Malta, and Cyprus were facilitating Iran's use of its national maritime carrier to advance its illicit program for developing weapons of mass destruction and for transporting military cargo.
- In an interview with VOA's Uzbek Service, Robert Blake, Assistant Secretary of State for South and Central Asian Affairs, said, "The parliamentary election in Kyrgyzstan is a very important step in the democratic development of that country and for the rest of Central Asia."
- VOA's Kurdish and Persian services interviewed Iraq's Foreign Minister, Hoshyar Zebari, about the struggle to form a new government in Iraq more than eight months after parliamentary elections.

D. INTERNET AND NEW MEDIA DEVELOPMENTS

VOA Makes English Learning Easier for Chinese, Farsi Speakers

VOA's dynamic and cost-free English language teaching program for Chinese and Farsi speakers, goEnglish.me, is now even easier to use with the introduction of new mobile phone apps. The apps provide on-the-go access to VOA's interactive, online learning program, a fun and effective way to learn contemporary English. The goEnglish apps are available for both iPhone and Droid devices. By accessing the self-study program, a user can learn how Americans talk about everyday aspects of their lives, ranging from relationships to shopping to filling out a job application. The interactive Chinese and Farsi language editions, which are also available online at www.goEnglish.me, cater to English learners of all abilities. The beginner, intermediate and advanced lessons offer access to the latest learning techniques, including voice recognition software, virtual characters and video clips. There are also games and dialogues that guide users through day-to-day situations, and help them practice newly learned skills.

Standing Room Only for VOA Indonesian Blogger Festival Presentation

The VOA Indonesian Service held a standing room only breakout session at the 4th Annual Pesta Blogger (Blogger Festival) in Jakarta on October 30. The "Pesta" brought together 1,500 bloggers from across Indonesia, which has a total of 3.3 million blogs. At the breakout session,

VOA Indonesian Service showed a video summarizing the full range its multi-media productions and held a discussion with the audience about different ways VOA might engage bloggers in the future. One idea was to award monthly prizes to bloggers who best incorporate a VOA report in their blog. Another idea was to create a blogger fellowship that would bring one or two bloggers to the U.S. to work for a short time at VOA and blog about their U.S. experiences. More than 100 people filled the room and event organizers observed that the VOA session was the best attended of all the afternoon breakout sessions. (Photos of the session can be viewed on the VOA Indonesia Facebook Fan Page.)

VOA Zimbabwe Launches *LiveTalk*

VOA's Zimbabwe Service website launched a new *LiveTalk* section with a social media focus. The section will host user feedback generated through SMS responses as well as tie into the *LiveTalk* Facebook page. *LiveTalk* on the web is programmed with real-time and archived audio, photo galleries, and video.



New VOA Korean Web Affiliation

Yonhap News Agency, South Korea's largest news wire service, signed an agreement to use VOA Web reports in Korean and English. VOA Korean Service Chief, Dong Hyuk Lee, negotiated the agreement while in Seoul in October. In the future, Yonhap plans to place a VOA banner on its English website, which is expected to help increase visits to the VOA website.

VOA Thai Begins SMS Service

The VOA Thai Service officially launched SMS headlines with AIS, the largest cell phone provider in Thailand, on October 15. The service now provides four headlines to AIS, Monday through Friday.

VOA Mandarin Programs and Web Stories Picked Up By Chinese Media

- A Chongqing radio station picked up four of VOA Mandarin's language learning programs for rebroadcast to its self-claimed audience of 30 million. The station has previously aired VOA Mandarin's daily Music World programs.
- PRC media republished 210 VOA Chinese news articles during the month of September and 162 articles in October, according to the U.S. Embassy in Beijing. Among the most popular VOA Reports republished: *Oldest American Beer Brand Yuengling*, *China-Japan-South Korea Free Trade Zone: Pie in the Sky?*, and *Obama urges Palestine and Israel to Peace*.

VOANews.com Web Traffic for October 2010

	Language Service	Site Visits (Sessions)	Page Views	Average Minutes Spent on Site per Visit (Session)	Median Minutes Spent on Site per Visit (Session)	LAST MONTH (Sept 2010) (underlined numbers are corrected from previous report)		Change from last month # of Visits/ # days in month
						Site Visits (Sessions)	Page Views	
	VOA	11,998,241	30,111,105	08:29	03:04	10,270,539	26,785,384	13%
1	English **	3,360,596	6,000,299	09:02	03:12	3,128,413	5,673,667	4%
2	Persian *	1,922,360	4,248,446	08:48	02:07	1,617,070	3,767,321	15%
3	Special English	1,451,029	4,786,789	10:56	03:29	1,174,723	4,073,888	20%
4	Vietnamese	1,285,311	5,554,908	11:46	04:47	1,102,433	5,069,894	13%
5	Chinese *	678,006	2,256,696	10:48	03:57	503,792	1,766,214	30%
6	Russian **	653,636	1,469,176	08:44	03:46	659,565	1,445,911	-4%
7	Somali	479,110	1,052,648	09:34	03:13	409,955	916,415	13%
8	Burmese	443,323	957,583	09:13	03:53	416,125	978,150	3%
9	Amharic	315,453	603,723	07:02	01:57	273,297	510,172	12%
10	Albanian	117,956	303,117	06:14	02:27	109,153	301,908	5%
11	Indonesian **	115,489	222,627	08:33	04:12	104,138	225,194	7%
12	Khmer	89,853	167,825	09:24	03:48	71,192	140,257	22%
13	Urdu **	89,386	239,864	09:34	04:30	73,715	218,135	17%
14	Hausa	70,274	159,915	08:30	04:07	49,148	115,264	38%
15	Spanish **	66,063	117,372	07:28	02:36	50,171	102,493	27%
16	Pashto	59,700	121,745	09:12	04:22	53,049	117,471	9%
17	Tigrigna	59,129	128,593	07:10	01:20	47,445	108,424	21%
18	Dari	50,414	121,248	08:18	03:04	47,178	112,653	3%
19	Tibetan	50,311	97,368	07:49	01:54	36,216	71,911	34%
20	Central Africa: Kinyarwanda and Kirundi	42,607	71,863	07:31	02:34	31,042	55,111	33%
21	Serbian	42,195	87,210	05:45	02:08	36,855	80,547	11%
22	Zimbabwe	40,120	68,833	07:07	03:30	37,499	62,283	4%
23	Khmer-English	37,763	80,339	08:02	03:14	34,237	75,772	7%
24	Turkish	36,378	70,987	07:09	02:32	30,278	63,500	16%
25	Korean	33,492	97,557	07:24	02:16	29,782	90,603	9%
26	Ukrainian **	30,524	59,166	07:35	02:32	19,264	41,332	53%
27	Uzbek	28,049	56,807	08:50	04:11	25,311	56,091	7%
28	Georgian **	27,351	61,421	08:56	03:15	6,524	14,783	306%
29	Lao	26,999	88,248	12:26	05:57	22,730	79,070	15%
30	Tibetan-English	26,971	53,080	08:24	02:23	21,420	42,127	22%
31	Afaan Oromoo	18,189	44,330	07:03	01:30	15,426	35,216	14%
32	Bosnian	18,171	38,077	05:24	01:37	15,036	34,714	17%
33	French	18,067	38,907	07:20	02:51	15,943	36,097	10%
34	Croatian	16,162	28,152	05:35	01:56	16,776	29,534	-7%
35	Creole	15,410	28,609	09:50	03:08	12,976	24,850	15%
36	Portuguese	15,385	37,493	08:42	03:37	14,005	32,971	6%
37	Thai	14,820	29,720	07:18	02:14	18,474	34,643	-22%
38	Azerbaijani	13,653	28,163	07:49	03:04	12,700	28,569	4%
39	Kurdish	13,025	40,857	07:08	02:20	12,197	35,037	3%
40	Deewa	11,671	29,056	08:11	03:57	9,963	24,536	13%
41	Bangla	10,376	19,621	08:13	03:18	7,941	16,361	26%
42	Swahili	10,231	19,618	08:41	03:40	7,443	13,537	33%
43	Armenian	8,422	16,685	06:13	02:09	6,405	12,548	27%
44	Greek	7,158	12,640	05:42	01:58	5,833	10,507	19%
45	Macedonian	4,477	10,825	11:58	02:39	3,406	8,492	27%
46	Kurdi	3,309	6,796	05:26	01:40	3,954	9,044	-19%
47	Shona	2,837	5,326	07:26	03:45	2,571	5,075	7%

48	Ndebele	1,721	3,308	06:15	02:43	1,798	3,533	-7%
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* These do not include the following traffic to VOA sites via proxy servers:

Proxy Site Visits	October	September
Persian	1,725,684	1,123,738
Chinese	563,467	419,811

** These services had online ad campaigns running during October.

VOA.mobi Multimedia Mobile Websites

The VOA.mobi websites are automatically optimized for the mobile device accessing them. Phones with larger displays and more advanced web browsers will be presented with a multimedia website, while phones with smaller displays will get text-only articles.

Mobile Website Traffic October 2010		
Website	Visits	Pageviews
All VOA Mobile Sites	237,235	618,342
Russian	72,839	156,808
Chinese – Simplified Characters	51,291	102,370
English	43,122	134,376
Vietnamese	17,730	78,757
Hausa	13,975	34,589
Persian	13,639	40,452
Somali	12,617	33,825
Urdu	3,437	10,935
Indonesian	3,046	7,987
Albanian	1,639	4,402
Korean	770	4,020
Swahili	736	2,199
Uzbek	719	1,927
Spanish	413	1,153
Chinese- Traditional Characters	360	1,497
Turkish	315	879
Serbian	292	1235
Ukrainian	169	637
Azeri	71	155
Bosnian	55	139

VOA Social Media – October 2010

The IBB Office of New Media is working with VOA language services to compile data on use of social networking sites. We will seek to highlight trends and areas of growth on a monthly basis.

YOUTUBE

Of the 44 language services, 24 services distribute videos on branded YouTube channels. The VOA language services with the most videos viewed on YouTube this month are:

Top YouTube Language Services	Total Video Views in October 2010
Persian	745,981
English	460,211
Special English	397,346
Chinese	139,097
Albanian	120,834

FACEBOOK

Of the 44 VOA language services, 34 have at least one Facebook Page (some languages services have more than one). The services with the most “friends” or “likes” on Facebook are:

Top Facebook Language Services	Sum of all accounts’ “friends”
Indonesian	183,831
Persian	137,796
Special English	25,508
English	13,480
Vietnamese	4,881

TWITTER

Of the 44 VOA languages services, 30 have at least one Twitter account. The VOA language services with the most followers of their Twitter accounts are:

Top Twitter Language Services	Sum of all accounts’ followers
English	12,336
Special English	8,831
Persian	6,475
Chinese	5,718
Indonesian	5,579

GOENGLISH.ME

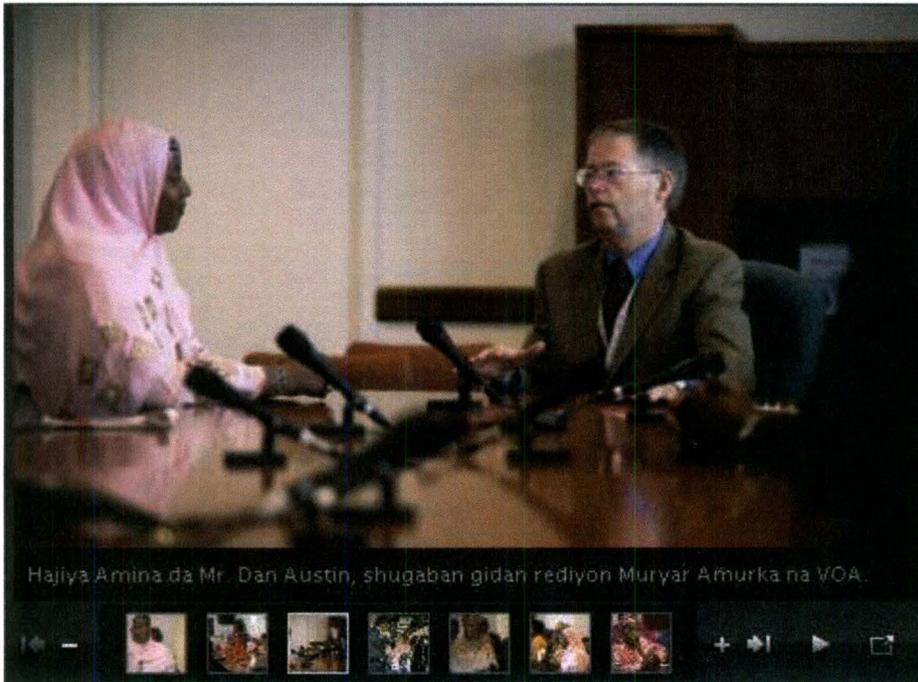
goEnglish.me, a new “learning English” website, is currently available in Chinese and Persian versions. Below is traffic information for June, including visits and time on site, as well as the number of registered users. Visitors must register to participate in the forums and social networking components of the site, but they can access lessons and other materials without registering.

goEnglish site	Registered Users	Visits in October 2010	Average Time on Site (minutes)
Farsi	42,480	80,308	11:36
Chinese	12,240	18,378	6:10

E. DEVELOPMENT

Nigerian Officials Praise VOA's Hausa Health Project

Hajiya Amina Sambo, the wife of Nigeria's vice president, during a visit to VOA commended the Hausa Service for its excellent work covering health issues. She said VOA's town hall meetings are providing important information to Nigerians. She promised higher levels of cooperation with the Government on future town hall Meetings. The Hausa Health Project, which is funded by USAID and administered by VOA's Development Office, has been in existence since 2004, and has been a significant factor in increasing the audience share for VOA Hausa.



Hajiya Amina Namadi Sambo, wife of the Vice President of Nigeria, in her meeting with Dan Austin and the Hausa Service expressed her appreciation for VOA and recounted her experience as a little girl listening to the VOA. She also discussed the impact VOA broadcasts made on young people in her country.

Town Hall and Training in Zimbabwe

VOA's Zimbabwe Service implemented a week-long training in Johannesburg for all its stringers in the region. The training included sessions on reporting and producing techniques: field recording, selecting actualities, mixing, filing, using the Internet for reporting and filing radio news. VOA Zimbabwe *Studio 7* program editors moderated the training in three languages: English, Shona and Ndebele. The service also worked with a local contractor to set up a town hall meeting at the University of Witswatersrand in Johannesburg to discuss the upcoming constitutional process. The town hall, which attracted more than 70 people, was aired by VOA across Zimbabwe, attracting widespread listenership.

Health Training Session in Kazakhstan

More than 25 journalists from across Central Asia, including Kyrgyzstan, Uzbekistan, Ukraine, and Kazakhstan participated in a VOA health training session in Almaty that looked at pandemic influenza and preparing for health disasters. The training, organized by development officer Noreen Kinnavy, was carried out by VOA's Karine Roushanian of the European Division, James Brooke, VOA Moscow correspondent, and former CNN reporter Dan Rutz of the CDC. National and international health officials spoke at the regional conference that was funded by the State Department.

F. PUBLIC RELATIONS

Media & Outreach

- VOA Public Relations received an inquiry from a reporter with the *Miami Herald* about proposed shortwave cuts. Consistent with BBG and VOA front office guidelines, VOA Public Relations Acting Director David Borgida told him decisions were being re-evaluated.
- Israel Plus visited VOA on November 8 to interview VOA Director Danforth Austin and colleagues in the Russian Service for a documentary about Russian immigrants in the United States.

Events

VOA Public Relations provided support for four public events during October and the beginning of November.

- VOA Public Relations worked with other VOA/IBB elements to present the webcast "Online Freedom vs. National Security" on October 13.
- VOA Public Relations held a panel discussion and webcast on October 19 that focused on "U.S. Elections: International Implications."
- The office also worked with the English Programs Division to present a program on Africa's future, marking the 10th anniversary of *Straight Talk Africa* on November 4.
- VOA Public Relations provided support, along with other Agency elements, to the presentation of a town hall at the Newseum on November 5 about the impact of the Congressional mid-term elections on U.S. foreign policy.

VOA Studio Tour

- On October 6, Pepperdine University students took the VOA Studio Tour and received briefings.
- Air Force personnel from Fort Meade visited VOA on October 8 to take the tour and meet with representatives of VOA's Afghanistan Service. The group is learning Pashto.
- Public Relations arranged for Associate Director of Programming John Lennon to take part in a panel discussion during a BBG public affairs program for Foreign Service Officers on October 25. Following the Q&A, the FSOs met with representatives from VOA language services.
- Three separate groups of participants in the State Department's Edward R. Murrow Program for journalists took tours and attended briefings on October 26.
- Thirty senior citizens from the Jewish Community Center in Reston took the tour on October 26 and were briefed about VOA news coverage by a representative from Central News.

- The International Foundation for Electoral Systems brought more than 30 electoral officials to VOA on November 2 for a tour and briefing with representatives from the Africa Division, Armenian Service and Central News.

Written Communications

VOA published two October editions and one special November edition on VOA election coverage of the internal newsletter, *VOA Buzz*, and released the following press releases:

- *VOA TV Program Becomes an Iranian Favorite* – October 6
- *Cyber Security Panel at VOA Discusses Online Freedom* – October 13
- *Popular VOA Radio Program to Afghanistan Gets New Sound* – October 15
- *VOA Concerned About Conviction, Fine for Reporter in Uzbekistan* – October 15
- *VOA Makes English Learning Easier for Chinese, Farsi Speakers* – October 20
- *VOA Reporters Follow the Trail of China's Epic "Long March"* – October 21
- *VOA's Straight Talk Africa Marks 10 Year Anniversary* – November 4

G. PERSONNEL

Thomas Martinez has joined the Voice of America as Financial Resource Manager. As a member of the VOA Director's executive team, he is responsible for developing and monitoring the agency's budget and related activities and for liaison with the BBG financial staff. Mr. Martinez has 25 years of military and federal civilian experience leading complex, high-level office functions. He has directed major budgeting operations, served as a principal technical authority on financial and acquisition management and advised senior leadership on complex issues. Most recently, Mr. Martinez served at the Department of Homeland Security/Federal Emergency Management Agency where he was the executive officer responsible for the financial and administrative oversight of numerous key functions, including human capital, information technology, acquisition management, business management, security and other support services. He also worked in DHS's Office of the Chief Procurement Officer as an Assistant Director, Management and Budget, and was subsequently detailed to FEMA as the Chief of Staff, Acquisition Gulf Coast Recovery Office, immediately following Hurricane Katrina.



OCTOBER 5, 2010

MEMORANDUM FOR: Broadcasting Board of Governors
FROM: Dan Austin, VOA Director
SUBJECT: VOA's Monthly Report for October

A. **FIREWALL**

There are no firewall issues to report this month.

B. **CHALLENGES/ISSUES**

Uzbek Reporter Faces Criminal Charges in Uzbekistan

Authorities in Uzbekistan have charged VOA Uzbek Service stringer Abdumalik Bobayev with libel, insult and producing and distributing materials that threaten public security and order. Government prosecutors say the charges against Bobayev are based on reports he filed for VOA. Bobayev has denied the government charges and says his reports accurately reflect Uzbek government positions. An official trial date has not yet been announced, but if convicted, he could face up to eight years in prison. VOA Director Dan Austin has issued a statement saying that, "Bobayev, like all VOA journalists, is required to present accurate and balanced reports, and he should not be penalized for doing his job." Bobayev has been working for the Uzbek Service for more than five years. In 2009, the U.S. Embassy in Tashkent gave him an award for his writing on Uzbekistan-U.S. relations.

Following Death Threats, VOA Creole Reporter Granted Asylum in U.S.

A Haitian journalist who received death threats for his reporting for the Voice of America is now in the United States. The journalist, Creole Service reporter Sainlus Augustin, and his family have been granted asylum by the U.S. Government. Augustin began receiving death threats after an incident at a polling station in the Haitian town of Maissade on election day in April 2009. He was interviewing voters who said a candidate's brother beat them because they did not support his candidacy. The brother later told Augustin that he and his family would be killed if he continued to report on the incident. Three months later, unidentified gunmen fired several shots at Augustin's home while he and his wife were sleeping. Since then, he spent much of his time in hiding. VOA Director Austin expressed relief that the reporter and his family are now safe. Austin said, "We are grateful to Mr. Augustin for his reporting from Haiti, and thankful to

the organizations and individuals that helped make it possible for him to escape the kind of dangerous situation that journalists sometimes confront just to do their jobs.” Several media freedom groups and rights organizations, including Reporters Without Borders, the Committee to Protect Journalists, and the Haitian group SOS Journalists, had appealed to Haitian authorities to ensure the safety of Augustin.

C. PROGRAMMING/NEW INITIATIVES

New Shows Added to VOA’s Fall Lineup

A new VOA radio program, *Sudan in Focus*, debuted September 20th. The 30-minute English language program offers audiences in southern Sudan news about the country, region, and the continent. Broadcast Monday thru Friday, it is available via shortwave,



FM affiliates, and the Internet. The first program featured coverage of the visit to the United States by Salva Kiir Mayardit, the First Vice President of Sudan and President of the semi-autonomous Government of Southern Sudan. Also, former U.S. President Jimmy Carter was interviewed about his foundation's efforts in Sudan to eradicate Guinea Worm disease. *Sudan in Focus* is going on the air at a critical time, ahead of January’s referendum in southern Sudan on whether to remain part of Sudan or become an independent nation. *Sudan in Focus* is funded by the U.S. State Department's Office of the Special Envoy to Sudan.

Ten days earlier, VOA began airing a new television program to Afghanistan. *Karwan* (*Caravan*) premiered September 10th and its goal is to reach the young people of Afghanistan.



The 30-minute weekly program, broadcast in both Dari and Pashto, tackles social and political issues, with a special focus on what young people are doing in Afghanistan and the United States. The program is hosted by Daoud Sediqi. Before coming to the United States Daoud was the host of *Afghan Star*, a popular Afghan talent show modeled on *American Idol*. With a mix of off-site remotes, in-studio discussion and direct audience feedback through social media, *Karwan* offers viewers in Afghanistan a chance to comment on what is important to them. The program plans to develop ways for viewers to send in web-based videos to expand the dialogue. It also draws on a network of Afghan-based journalists to give the show a strong regional presence. *Karwan* is funded by the U.S. State Department’s Bureau of International Narcotics and Law Enforcement Affairs.

‘How About the Future’ Now in the Past

After eight successful years, the Central Africa Service is ending its youth refugee radio project, *Ejo Bite?* (“How About the Future?”). Now that more than 500,000 Burundians who lived in Tanzanian refugee camps during Burundi’s 12-year civil war have been re-integrated, VOA and State Department officials agree that the conditions that prompted the program’s creation in 2002 no longer exist. VOA is now exploring long-term alternatives to *Ejo Bite?*.

VOA TV Program Becomes an Iranian Favorite

The Persian News Network show "Parazit" has become one of Iran's most popular. The 30-minute weekly show, hosted by Kambiz Hosseini and co-produced by Saman Arbabi, is routinely recording about 1/2 million "impressions" on its Facebook page after each new show is posted. Last month, the show's Facebook friends surpassed 100,000 - up from 60,000 just two months earlier. Mr. Arbabi says shows are often downloaded onto DVDs and played at parties. An independent analyst hired by The Office of Program Review said the show's "sheer genius" is making Mr. Hosseini a household name in Iran.

Quran Controversy in Florida Gets Worldwide Coverage from VOA

VOA's Central News Division began the month of September reporting how Terry Jones, an obscure preacher with about 50 followers, was about to ignite a worldwide conflagration of anti-American protests by burning Qurans outside his small church in Gainesville, Florida. Brian Wagner, Central News' Miami correspondent, was in Gainesville for the Quran story, covering the Reverend Jones until he finally backed off his plan to burn Islamic holy books on the anniversary of the 9-11 attacks. VOA correspondents around the world contributed to the story with reports of the uniformly hostile reaction to the preacher's plans, including several protests that turned deadly. In New York, VOA's Pete Fedynsky and Carolyn Weaver filed radio and television reports on the 9-11 anniversary itself, which was relatively subdued after the Quran burning threat was abandoned. VOA's Indonesian Service produced several special TV packages that were fed to all affiliates. At least two major national stations in Indonesia requested coverage of the Quran story. The Service made a special effort to report the story in the wider context of U.S. society and included reactions from the President, Secretary of State and Secretary of Defense.

American Hiker Released by Iran Goes Back -- via PNN

Sarah Shourd, an American hiker who spent more than a year in an Iranian prison with her two friends, has told VOA that the three were the victims of "bad circumstances." They were hiking in northern Iraq in July of last year when, according to Iranian authorities, they crossed the border into Iran. In her first interview with a Persian language broadcaster, Shourd told PNN there was, "no fence, no sign, no flag of any kind" to indicate a border where the three were hiking. She says if they strayed into Iran it was "accidental." Iranian authorities have accused the three hikers of espionage. Shourd, who was released in September on \$500,000 bond said that, before leaving Iran, she was allowed to meet with Iranian President Mahmoud Ahmadinejad and told him she and her companions "are not enemies to Iran, we are peace activists."

VOA Bosnian Chief Anchors Election Show from Sarajevo

Bosnia-Herzegovina held parliamentary and presidential elections October 3rd and VOA provided comprehensive coverage from Sarajevo and other parts of Bosnia. In the days before the vote, Dzeilana Pecanin, VOA Bosnian service chief, traveled to Sarajevo to report on the election campaign from the capital. Using Streambox technology, Pecanin anchored the Service's half-hour TV show live from Bosnia. In addition to stringer reports from Brussels and Banja Luka, the capital of the Serb-dominated entity of Bosnia, many independent experts were interviewed live, including Senka Kurt, director of *Radio Stari Grad* and Tija Memisevic, director of the European Investigative Center in Sarajevo. The day after the voting, following news that he had been elected as the Muslim member of the Bosnian tripartite presidency, Bakir

Izetbegovic gave an exclusive interview to VOA. He said he expects “positive pressure by both the U.S. and the EU to lead to changes necessary for Bosnia and Herzegovina to move forward.” The Croatian and Serbian services also provided extensive election coverage, including stringer reports chronicling reaction from the region.

Hausa Service Hosts Town Halls to Fight Cholera in Nigeria

Earlier this year, a cholera outbreak led to the deaths of more than 800 Nigerians. In September, Hausa Service reporter Ibrahim Ahmed traveled to Nigeria to host a series of town halls to educate



Photo by Ibrahim Ahmed

people on the causes and prevention of cholera. The meetings took place in Nigeria’s northern states of Gombe and Bauchi. The meetings were so popular that tents had to be set up outside the halls to accommodate the overflow crowds. VOA reporter Ahmed, joined by state officials, health experts and a drama group, demonstrated techniques for purifying water, washing hands and taking other health precautions.

Covering Food Riots in Mozambique

Residents of Mozambique’s capital, Maputo, awoke the morning of September 1st to widespread and sometimes violent protests over the sudden increase in the price of food and several other basic goods and utilities. VOA’s Portuguese to Africa Service gave its audience eyewitness accounts of the demonstrations and efforts by the police and armed forces to confront hundreds of protesters. Dozens of people died and hundreds were injured in the clashes. VOA stringers and staff conducted interviews with political and economic experts and tried, without success, to get government officials to talk about the crisis. After the protests spread from Maputo to other cities in the north and south, the government reversed its decision to raise prices, and the Service immediately broadcast that news.

VOA Korean Broadcaster Wins New York Festivals Award

For more than 50 years the New York Festivals Radio Program and Promotion Awards has recognized the world's best work in radio broadcasting. This year, VOA Korean Service broadcaster Young-Ran Jeon won the Festivals’ Gold World Trophy for National/International Affairs for her series on North Korean migrant workers in Vladivostok, Russia. In July 2009, Jeon met with dozens of the estimated five thousand North Korean migrant workers who perform hard labor in the Russian city. Several of them agreed to let her record interviews on the

condition that she use pseudonyms in her report. This coverage provided rare insight into the hardships that the workers endure in order to earn a higher income than possible in North Korea. Since North Korean government officials keep a close watch on their citizens who work abroad, making contacts in Vladivostok was extremely difficult. It took six months for her to establish contacts on the ground. VOA's Korean Service broadcast Jeon's reports, "My Nation's Command, My Only Dream: The Story of North Korean Migrant Workers," as a three-part series in August 2009. Jeon is a veteran broadcaster who has covered North Korean affairs for more than 15 years. Her award-winning series is available at: <http://author.voanews.com/korean/vladivostok.cfm>

Cabinet Official Explains Administration's Job-Creation Efforts on *Foro Interamericano*

U.S. Secretary of Labor Hilda Solis told VOA that "a lot more" needs to be done to create jobs in the United States, defending the Obama administration's efforts, which she says have helped add more than 760,000 jobs over the past eight months.



In an appearance on VOA's Spanish language TV program *Foro Interamericano* (*Inter-American Forum*), the Labor Secretary said there have been "improvements in the manufacturing, health, technology and construction sectors," and President Obama is trying to fund more projects that bring jobs to the United States.

In a separate English language VOA interview, Ms. Solis said, "I know it isn't quick enough, because we have 14-million out of work." But she said there are "streams of growth" in sectors of the economy like renewable energy technology, where investment and training programs are being focused.

VOA's Indonesian Service Covers Ramadan

Even by the Indonesian Service's high standards, it produced an extraordinary amount of special programming for the Muslim fasting month of Ramadan and the Eid celebration. The radio team produced over 40 reports on how Muslims practice the fast in the United States, including a story on the Ramadan music of the Muslim-American rap group Native Deen and one on the Iftar activities in Congress, the State Department and the White House. The TV team also generated several Ramadan and Eid stories for its national TV affiliates, including a story on ritual Halal slaughter at the Wagon Wheel Ranch in Mount Airy, Maryland, and a piece showing Muslims at prayer in a synagogue in a Virginia suburb of Washington.

Division Director Speaks at Radio Afrika TV in Vienna

Africa Division Director Gwen Dillard addressed an international conference in Vienna about media coverage of Africa. The conference, sponsored by the group Radio Afrika TV, in cooperation with the Austrian government, the U.S. Embassy and academic institutions, looked at how Africa is presented in the western media. Ms. Dillard spoke to the group about how American media cover Africa and how much Americans understand about Africa.

Always Bring a Camera – Even to a Radio Program

Urdu Service reporter Ayaz Gul took part in a radio roundtable discussion with U.S. Special Envoy Richard Holbrooke in Islamabad at the end of September. Gul, who is based in

Islamabad, was the only reporter to bring a cameraman to the Pakistan Broadcasting Corporation event. The questions and follow-ups he posed to the U.S. special envoy to Afghanistan and Pakistan led VOA's "Beyond the Headlines" TV program, which is carried by Urdu Service affiliate GEO TV, Pakistan's number one cable news network. Thanks to Gul's foresight, GEO TV got an exclusive."

Eight Heads of State/Government Interviewed by VOA Eurasia Division at UNGA

With VOA Eurasia Division language services leading all other international broadcasters in many countries of central and Eastern Europe, it is no wonder that leaders from the region view the UN General Assembly meeting as a good opportunity to speak with VOA. On the issue of Kosovo independence, Albanian Prime Minister Sali Berisha told VOA Albanian that he hoped for an easing of tensions between Belgrade and Pristina, while Serbian President Boris Tadic told VOA Serbian that upcoming negotiations would be approached "in a responsible and creative manner." Montenegrin President Filip Vujanovic, also interviewed by the Serbian Service, said that western Balkan countries should try to solve their problems through dialogue in a responsible and equitable matter. On one such problem, Macedonian President Gjorge Ivanov told VOA Macedonian that in a brief meeting with President Obama he had received an "encouraging message" that Washington would support a mutually acceptable solution to the "name issue" between Greece and Macedonia. Meanwhile, with corruption in his country continuing to slow full western integration, Albanian President Bamir Topi, told VOA Albanian that judicial malfeasance is still rampant. Both Croatian President Ivo Josipovic and Prime Minister Jadranka Kosor, in separate interviews with VOA Croatian, agreed that corruption was also a problem in their country. Finally (and moving from the Balkans to the Baltics), commenting on his country's ethnic Russian population in an interview with VOA Russian, Estonian President Hendrik Ilves said, "The fundamental problem the Estonian people are facing today has to do with economic development and not ethnic relations. These problems are common to each Estonian and all Estonians."

New Affiliates in Montenegro

VOA Serbian acquired two new affiliates in Montenegro. *TV Atlas* is a part of the successful Atlas Group and one of the TV stations with the highest viewership in Montenegro. *TV Atlas* also has regional access via cable. *TV Mojkovac* is a local TV station in Northern Montenegro. Both stations broadcast VOA Serbian's "Open Studio" live at 10:30 PM local time, M-F, and record "Weekend Studio" to rebroadcast it at the same time on weekends.

VOA's Greek Service Provides Added Value on PM Papandreou's Visit

VOA Greek provided extensive TV coverage of the Washington visit by Greek Prime Minister George Papandreou, which included talks with Vice President Joseph Biden at the White House and congressional leaders on Capitol Hill. The Service conducted a live interactive with SKAI TV in Athens and two live Q&As with SKAI Radio. Although several other media in Greece also covered the visit, their coverage was based exclusively on the statements made by Mr. Papandreou. VOA Greek was the only media to report on the White House readout of the meeting, which gave Washington's version of what was discussed in the closed Biden-Papandreou meeting.

VOA Chinese Pickups by Chinese Media

According to the U.S. Embassy in Beijing, PRC media republished 192 VOA Chinese news articles during the month of August. The embassy report said a VOA Chinese story titled “U.S. Plans to Strengthen Implementation of Anti-dumping Trade Rules” was republished in more than 20 websites and another VOA article, “Strikes are surging in Asia: Cheap Labor Unsustainable,” was on more than 25 sites.

VOA Russian Goes to Yellowstone

Following up on recent comments by Russian Prime Minister Vladimir Putin about his interest in creating an eco-tourism sector in the Russian economy, VOA Russian sent a reporter to Yellowstone National Park to shine a light on one of the most famous parks in the world. Features on the Park’s rangers and its tourists supplemented VOA Russian profiles of Yellowstone’s magnificent natural wonders.

Notable Interviews

- VOA’s Azerbaijani Service interviewed Iranian human rights activist and Nobel peace prize winner Shirin Ebadi on the Iranian practice of punishment by stoning to death, particularly the case of Sakinah Muhammedi Ashtiani who has been sentenced to death by stoning for murdering her husband. Ms. Ebadi said she was worried about the life of Ms. Ashtiani, an Iranian Azeri. Ebadi said she was working with leading international human rights organizations to prevent Ms. Ashtiani’s.
- French to Africa interviewed the president of the Central African Republic, Francois Bozize, on September 29th after his meeting with the Secretary General of the United Nations to discuss his concerns about violence in his country.
- In August, Kenyans ratified a constitution, marking a new political beginning for the country. *In Focus* anchor Vincent Makori had an on-camera interview with Kenya’s new ambassador to the U.S., Elkanah Odembo, to discuss the challenges the new constitution present for Kenya’s highly anticipated elections in 2012.
- Hannah Rosenthal, the new US envoy to monitor and combat anti-Semitism, spoke with Carol Castiel on *Press Conference, USA* about acts and expressions of anti-Semitism on the rise around the world such as Holocaust denial and other manifestations of hatred or discrimination toward Jews.
- VOA Thai had an exclusive interview with Prime Minister Abhisit Vejjajiva on renewed U.S. engagement in ASEAN, the U.S./Thailand relationship, Burma's upcoming elections, the alleged cooperation between North Korea and Burma on a nuclear program, and the process of national reconciliation in Thailand.
- VOA Korean interviewed Robert King, the U.S. special envoy for North Korean human rights. King broke news that Washington will send flood aid, \$750,000 worth, to Pyongyang. The interview drew wide attention from South Korean media.
- Korean Service did a telephone interview with former Assistant Secretary of State for EAP Christopher Hill on North Korea's succession and the nuclear talks with North Korea. Hill discussed the importance of the six-party talks, his expectations for the upcoming Worker’s Party conference and his opinion on the potential succession from Kim Jong Il to his son Kim Jong Un.

- VOA Thai had an exclusive interview with Dr. Surin Pitsuwan, ASEAN's Secretary General, on U.S. renewed interest in ASEAN, the South China Sea issue, and the elections in Burma.
- PNN interviewed Congressman Raul Grijalva (D-AZ) about child labor in the United States. Regarding the UN Convention on the Rights of Children, he said, "I think it's only us and Somalia that haven't signed the UN Convention on the Rights of Children. He also added, "A level of animosity still exists toward the UN with members of Congress – those that feel that it is an international point of sovereignty for this nation. I think they are pointless arguments..."
- VOA Music Mix and Border Crossings host Larry London had some notable interviews during September. He had original Beatles drummer Pete Best, country groups Little Big Town and Sugarland, and multiple Grammy Award-winning singer Sheryl Crow.

D. INTERNET AND NEW MEDIA DEVELOPMENTS

New Blog for VOA Chinese

VOA Chinese launched a new blog site with three prominent writers contributing commentary on U.S.-China relations and other issues at: www.voachineseblog.com. The bloggers included He Qinglian at Princeton, Dai Qing, a well-known Chinese journalist and former political prisoner, and Sasha Gong, a journalist, former AFL/CIO official and candidate for the Virginia Assembly who is writing on U.S. election processes among other issues.

Studying in U.S.? English Division Has a Blog for That

The English Division has launched a new blog about what it's like to study in the U.S. "The Student Union" is written primarily by student volunteers from all over the world and are now studying at U.S. universities. The students discuss their experiences, the challenges they've faced and the cultural differences they've encountered. It is the Division's first systematic use of audience-generated content to power a project, and under its guidance and editing, the students will provide most of the content and help shape the blog's direction.

Higher and Higher: Asia Section of VOA's English Website Visits

Visits to the Asia section of VOA's main English website are at an all time high and up by 13 percent over July. Visits to VOA from Asia average more than 30,000/day for the first time ever. Vietnam has now surpassed Japan as the number one source of Asian visitors to the VOA website.

Horn of Africa Service Making Many New Friends on Facebook

One of the surprise successes of the work-arounds implemented by the Horn of Africa during the months the Ethiopian government jammed its broadcasting was the popularity of the three Horn Facebook pages. The Amharic Service attracted three thousand friends by Sept. 28. It's part of the new media strategy of the Horn of Africa Service, which has moved from a single English-language site to in-language sites in Afaan Oromoo, Amharic and Tigrigna.

SMS Text Messaging

The Hausa, Somalia and Zimbabwe Services are aggressively pushing forward in the SMS space through the launch of three new text messaging services covering Tanzania, Zimbabwe and Somalia. A new SMS service has already launched in Swahili for Tanzania. This is a pay-as-you-go text

messaging service. People can now receive several types of news features on their phones, including Breaking News 2xs/day, International News 1x/day, Entertainment and Sports 2xs/week. All of the text messages are in Swahili. Somalia and Zimbabwe are positioned to begin SMS messaging in October.

Unique Mobile Programming

The Africa Division has implemented a strategy to provide more content on its Hausa, Swahili and Somali mobile platforms. Recent features included “Ramadan Greetings” and “Eid Greetings.” The mobile sites posted greetings recorded by audience members along with photos. Both the Swahili and Somalia mobile sites received hundreds of responses boosting their mobile traffic between 10 and 20 percent. Current programming includes Swahili mobile's crossfire debates over the upcoming Tanzania elections on October 31st.

VOANews.com Web Traffic for September 2010

	Language Service	Site Visits (Sessions)	Page Views	Average Minutes Spent on Site per Visit (Session)	Median Minutes Spent on Site per Visit (Session)	LAST MONTH (Aug 2010) (underlined numbers are corrected from previous report)		Change from last month – Visits/days in the month
						Site Visits (Sessions)	Page Views	
	VOA	10,270,539	26,785,384	07:56	02:56	<u>11,511,536</u>	<u>29,050,999</u>	-9%
1	English	3,128,413	5,673,667	08:23	03:00	<u>3,501,932</u>	<u>6,354,819</u>	-8%
2	Persian*	1,617,070	3,767,321	07:34	02:02	<u>1,752,548</u>	<u>3,859,852</u>	-5%
3	Special English	1,174,723	4,073,888	10:09	03:00	<u>1,434,941</u>	<u>4,301,069</u>	-15%
4	Vietnamese	1,102,433	5,069,894	11:15	04:43	<u>1,225,967</u>	<u>5,713,243</u>	-7%
5	Russian	659,565	1,445,911	08:47	04:04	<u>715,975</u>	<u>1,661,249</u>	-5%
6	Chinese*	503,792	1,766,214	09:55	03:42	<u>577,012</u>	<u>2,010,972</u>	-10%
7	Burmese	416,125	978,150	08:15	03:20	<u>435,092</u>	<u>937,607</u>	-1%
8	Somali	409,955	916,415	08:38	02:47	<u>389,199</u>	<u>847,056</u>	9%
9	Horn of Africa: Amharic	273,297	510,172	06:38	01:37	<u>291,754</u>	<u>543,396</u>	-3%
10	Albanian	109,153	301,908	05:44	02:26	<u>121,558</u>	<u>327,957</u>	-7%
11	Indonesian	104,138	225,194	09:30	04:51	<u>102,652</u>	<u>217,509</u>	5%
12	Urdu	73,715	218,135	08:54	04:17	<u>87,919</u>	<u>278,301</u>	-13%
13	Khmer	71,192	140,257	08:16	03:21	<u>88,972</u>	<u>177,902</u>	-17%
14	Afghan: Pashto	53,049	117,471	08:50	04:12	<u>63,548</u>	<u>150,179</u>	-14%
15	Spanish	50,171	102,493	07:08	02:41	<u>49,516</u>	<u>99,673</u>	5%
16	Hausa	49,148	115,264	08:13	03:54	<u>45,557</u>	<u>103,140</u>	11%
17	Horn of Africa: Tigrigna	47,445	108,424	06:55	01:12	<u>47,590</u>	<u>106,870</u>	3%
18	Afghan: Dari	47,178	112,653	07:30	03:04	<u>60,926</u>	<u>150,013</u>	-20%
19	Zimbabwe: English	37,499	62,283	06:53	03:17	<u>39,780</u>	<u>64,201</u>	-3%
20	Serbian	36,855	80,547	05:27	02:02	<u>41,637</u>	<u>91,518</u>	-9%
21	Tibetan	36,216	71,911	07:17	01:44	<u>32,771</u>	<u>61,248</u>	14%
22	Khmer: English	34,237	75,772	08:00	03:16	<u>40,907</u>	<u>87,702</u>	-14%
23	Central Africa: Kinyarwanda and Kirundi	31,042	55,111	06:28	02:19	<u>37,873</u>	<u>64,860</u>	-15%
24	Turkish	30,278	63,500	06:25	02:18	<u>34,951</u>	<u>69,874</u>	-10%
25	Korean	29,782	90,603	06:55	02:08	<u>34,882</u>	<u>105,455</u>	-12%
26	Uzbek	25,311	56,091	08:29	03:55	<u>30,731</u>	<u>68,961</u>	-15%
27	Lao	22,730	79,070	11:33	05:49	<u>25,220</u>	<u>81,693</u>	-7%
28	Tibetan: English	21,420	42,127	07:38	02:06	<u>23,871</u>	<u>45,053</u>	-7%
29	Ukrainian	19,264	41,332	07:18	02:31	<u>19,618</u>	<u>42,732</u>	1%
30	Thai	18,474	34,643	06:59	02:20	<u>26,457</u>	<u>46,353</u>	-28%

31	Croatian	16,776	29,534	05:39	02:00	17,431	29,828	-1%
32	French	15,943	36,097	07:24	02:57	16,750	35,837	-2%
33	Horn of Africa: Afaan Aromoo	15,426	35,216	06:22	01:04	15,317	37,191	4%
34	Bosnian	15,036	34,714	05:42	01:49	15,959	34,206	-3%
35	Portuguese	14,005	32,971	07:46	03:06	17,256	38,699	-16%
36	Creole	12,976	24,850	09:06	03:14	20,246	38,218	-34%
37	Azerbaijani	12,700	28,569	08:16	02:54	11,485	23,884	14%
38	Kurdish	12,197	35,037	06:45	02:21	13,858	38,888	-9%
39	Deewa	9,963	24,536	08:07	04:08	11,321	28,641	-9%
40	Bangla	7,941	16,361	07:46	03:25	9,608	18,549	-15%
41	Swahili	7,443	13,537	08:26	03:09	8,832	15,859	-13%
42	Georgian	6,524	14,783	08:15	03:31	7,173	15,888	-6%
43	Armenian	6,405	12,548	05:16	01:42	7,182	13,969	-8%
44	Greek	5,833	10,507	05:18	01:53	5,697	9,558	6%
45	Kurdi	3,954	9,044	07:05	02:08	3,980	8,515	3%
46	Macedonian	3,406	8,492	10:13	02:15	2,590	7,862	36%
47	Zimbabwe: Shona	2,571	5,075	07:12	03:56	2,803	5,327	-5%
48	Zimbabwe: Ndebele	1,798	3,533	05:25	02:34	1,919	4,075	-3%

* These do not include traffic to VOA sites via proxy servers. Visits to Proxy servers from June 3, 2010 – Aug 10, 2010 are not available.

Proxy Site Visits	September 2010	August 11- 31 2010
Persian	1,123,738	713,587
Chinese	419,811	208,313

NEW MULTIMEDIA MOBILE WEBSITES

The VOA.mobi websites are automatically optimized for the mobile device accessing them – phones with larger displays and more advanced web browsers will be presented with a multimedia website while phones with smaller displays will get text-only articles.

Mobile Website	Visits	Pageviews
	September 1-26	September 1-26
All VOA Mobile Sites	93,931	293,705
English	30,030	88,625
Somali	12,028	35,067
Vietnamese	11,727	50,559
Persian	10,652	31,055
Chinese – Simplified	7,973	24,964
Hausa	7,517	18,913
Urdu	3,727	12,020
Russian	3,384	11,737
Indonesian	2,648	7,164
Albanian	1,172	3,604
Swahili	802	2,246
Uzbek	733	2,213
Korean	379	1,903
Spanish	325	858
Turkish	239	732
Chinese - Traditional	235	924

Serbian	168	565
Ukrainian	98	287
Azeri	52	129
Bosnian	41	134

VOA Social Media – September 2010

The IBB Office of New Media is working with VOA language services to compile data on use of social networking sites. We will seek to highlight trends and areas of growth on a monthly basis.

YOUTUBE

Of the 44 language services, 24 services distribute videos on branded YouTube channels. We do not yet have data available for total Videos Viewed in September.

FACEBOOK

Of the 44 VOA language services, 34 have at least one Facebook Page (some languages services have more than one). The services with the most “friends” or “likes” on Facebook are (as of September 30, 2010):

Top Facebook Language Services	Sum of all accounts’ “friends”	Change from August 2010
Indonesian	166,869	+19%
PNN	159,590	+35%
Special English	20,189	+34%
English	15,913	+19%
Vietnamese	4,487	+11%

TWITTER

Of the 44 VOA languages services, 29 have at least one Twitter account. The VOA language services with the most followers of their Twitter accounts are (as of September 30, 2010):

Top Twitter Language Services	Sum of all accounts’ followers	Change from August 2010
English	11,251	+11%
Special English	8,097	+17%
Persian	6,431	+0%
Chinese	5,321	+4%
Indonesian	4,704	+17%

GOENGLISH.ME

goEnglish.me, a new “learning English” website, is currently available in Chinese and Persian versions. Below is traffic information for June, including visits and time on site, as well as the number of registered users. Visitors must register to participate in the forums and social networking components of the site, but they can access lessons and other materials without registering.

goEnglish site	Registered Users	Visits in September 2010	Average Time on Site (minutes)
Farsi	38,270	63,387	12:44

Chinese	11,070	16,971	6:04
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E. DEVELOPMENT

Tanzania: The head of Development and International Media Training, Joan Mower, led a five-day workshop in Dar es Salaam for 23 leading Tanzanian and Zanzibari political reporters. She was assisted by VOA’s Khadija Riyami of the Swahili Service. The training, supported by the U.S. Embassy, was intensive and hands-on, with trainers focusing on the need to end “envelope journalism.” Participants practiced reporting and interviewing and reviewed the fundamentals of political reporting (finding the story, maintaining accuracy, detail, balance, objectivity, separating the facts from fantasy and spin). They learned techniques for searching the Internet, and discussed the role of social media. “The participants expressed unanimous appreciation to post for organizing the workshop and commended the speakers for the job well done,” according to the U.S. Embassy cable.



Photo caption: PAO Ilya Levin (bottom center), VOA's Joan Mower (bottom right) and Khadija Riyami (second from left standing) with Tanzanian journalist workshop participants on October 1, 2010.

Burundi: Joan Mower and Robert Daguillard, head of the VOA Central Africa Service, traveled to Burundi for a two-day career workshop for the stringers from the now-defunct *Ejo Bite* project, which focused on young refugees. Funding for the project ceased because State Department Bureau of Population, Migration and Refugees no longer has young refugees as a priority in Burundi. U.S. Embassy officials, however, are interested funding a health program or a program focused on developing business in Burundi.

Agreements:

Angola: \$50,000 from the U.S. Embassy in Luanda to produce a weekly Portuguese-to-Africa Service pilot call-in show that focuses on good governance, democratic processes and civic education. If successful, USAID has indicated it might be interested in supporting an expanded version of the show.

DRC: \$200,000 from the U.S. Embassy in Kinshasa to organize a series of journalist training workshops in DRC on HIV/AIDS and gender-based violence in the DRC. (The U.S. Embassy has committed \$300,000 to start a weekly radio program on HIV/AIDS and gender-based violence by the VOA French Service.)

Nigeria: \$260,000 from USAID to continue health reporting from the Kano Reporting Center in northern Nigeria. The money will fund weekly broadcasting on family planning, child and maternal health and malaria. \$125,000 to organize and report on a series of Town Hall meetings in northern Nigeria looking at the state of education, particularly girls' education in the area.

Mozambique: \$125,000 from USAID to continue and expand the weekly health reporting show with segments on tuberculosis, family planning and reproductive health.

Zimbabwe: \$500,000 from USAID to continue broadcasts in Shona, Ndebele and English. The money will be used to augment VOA's funding by recruiting stringers and holding training sessions.

F. PUBLIC RELATIONS**MEDIA**

VOA Executive Editor Steve Redisch responded to an inquiry from New York Post television reporter Maxine Shen about VOA's plans to broadcast Splash Entertainment programs. He pointed out in his response that VOA's Charter mandates that VOA "present a balanced and comprehensive projection of significant American thought and institutions" and that this includes programs about American pop culture, which is quite popular around the world.

EVENTS

- VOA Public Relations is working with other Agency elements to plan a discussion and webcast, "Online Freedom vs. National Security: Finding a Middle Ground."
- Our office is also helping to organize an upcoming U.S. election event as well.

VOA STUDIO TOUR

- PNN senior managing editor Ali Sajjadi took a class from the Defense Language Institute on a tour of the service. All were military personnel studying Persian. – September 13
- We hosted a visit for 50 World War II Veterans. VOA Director Dan Austin welcomed the group and Alan Heil, former deputy director of VOA, spoke to the group. – September 14
- A delegation from the Sichuan Radio and TV group took the Mandarin-language VOA Studio Tour. They visited VOA to take part in a morning-long Chinese Branch program. – September 20
- A multi-country delegation of journalists from Latin America met with Latin American Division Director Alberto Mascaro and Spanish Service Internet Managing Editor Iscar Blanco. – September 29

WRITTEN COMMUNICATIONS

The office has increased the production of the “VOA Buzz” to highlight internal VOA developments, and it issued the following press releases:

- *VOA Launches New TV Program to Afghanistan* – September 9
- *U.S. Labor Secretary Says More Needs To Be Done To Create Jobs* – September 10
- *VOA Expresses Concern about Fate of Uzbek Journalist* – September 16
- *VOA Launches New Program to Southern Sudan* – September 20
- *VOA Broadcaster Wins New York Festivals Award* – September 24
- *Released American Hiker Urges 'Compassion' for Two Friends Held in Iran* – September 29
- *VOA Haiti Reporter Granted Asylum in US Following Death Threats* – September 30

G. PERSONNEL

On October 3, Bill Baum took over as the new director of VOA's East Asia & Pacific Division. Mr. Baum has 25 years of experience in broadcast and print journalism. He started as a radio reporter in Taiwan, covering a wide variety of events including the 1989 pro-democracy demonstrations in Beijing. Bill previously served as National News Director and Operations Manager for the Taipei International Community Cultural Foundation in Taiwan. He also served as City Editor for the China News in Taipei, and as Asian News Director for Metro Broadcast Corporation in Hong Kong. He joined VOA as Chinese Branch Chief in 2000, where he has served with distinction, focusing on expansion and improvement of the Branch's television programs and Internet services. His efforts have resulted in increased field reporting and English-language teaching programs for distribution inside China. Bill received his MA in East Asian Studies from National Cheng Chi University in Taiwan, and his BA in Political Science and East Asian Studies from Washington and Lee University.



JULY 22, 2010

MEMORANDUM FOR: Broadcasting Board of Governors
FROM: Dan Austin, VOA Director
SUBJECT: VOA's Monthly Report for July

A. FIREWALL

There are no firewall issues to report this month.

B. CHALLENGES/ISSUES

C. PROGRAMMING/NEW INITIATIVES

VOA and Pakistani Cable News Channel Unveils Joint TV Project

VOA and Express 24/7, a 24-hour English-language cable news channel in Pakistan, have launched a joint TV program on a trial basis called *The Platform*, which focuses on key issues in the U.S.-Pakistan relationship and the fight against terrorism. The twice-weekly 50-minute program, co-hosted from Express studios in Islamabad and VOA studios in Washington, is the first English-language TV talk show to be jointly produced by stations in Pakistan and the United States. In addition to studio guests, the show features live reports from the State Department, the Pentagon, the U.S. Congress, the United Nations, and VOA's New York, Los Angeles, and London bureaus. *The Platform* gives newsmakers and analysts in Islamabad an opportunity to present opinions on joint foreign policy issues, while guests in Washington provide the U.S. perspective. The inaugural show on June 28 explored the more than 60-year history of U.S.-Pakistan relations and provided perspective on the current state of the alliance. VOA's in-studio guests included Ambassador John Negroponte, former Deputy Secretary of State and Director of National Intelligence, and Stephen Cohen, a South Asia expert at the Brookings Institution. Ambassador Negroponte's comments were widely reported by Pakistan's media. General Richard Myers, former Chairman of the Joint Chiefs of Staff, has been confirmed as a guest on an upcoming program focusing on global security and the war against terrorism. *The Platform* airs Monday and Tuesday in Pakistan at 11:05 p.m. and is repeated by Express 24/7 the next day. Express 24/7 also has an Urdu channel,



which broadcasts *The Platform* with Urdu subtitles. Express 24/7 in Urdu is the second most popular cable news channel in Pakistan.

Globovision President Tells VOA He Can't Return to Venezuela

In an exclusive interview with VOA's 60-minute weekly TV discussion program *Foro Interamericano* (*Inter-American Forum*), Globovisión President Guillermo Zuloaga said he "cannot go back to Venezuela," where he was briefly detained in March for criticizing the government of President Hugo Chavez. In the interview, which aired in its entirety on *Foro Interamericano* July 16, Zuloaga said, "For the time being I am not returning to Venezuela. U.S. government officials, as well as attorneys, have recommended that I request political asylum, but I have not made a decision." VOA also aired excerpts of the interview on radio, television (*El Mundo al Día*) and voanoticias.com. The interview made headlines in Venezuela and was carried by news outlets in the region and news websites in Venezuela such as Noticias24.

Globovision has been a target of the Venezuelan government because of its reporting. On July 20, President Chavez announced that he would place a government representative on Globovision's board and intended to take over 48.5 percent of the station's shares. In a July 21 interview with VOA's *El Mundo al Día* daily TV newscast, Maria Fernanda Flores, Vice President of Globovision, said that it was part of Chavez's attempt to silence the station.

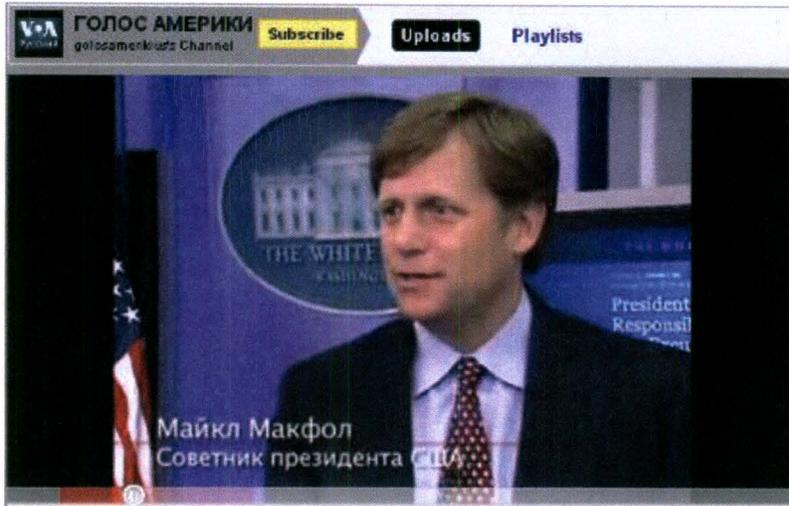
VOA Covers Resignation of Top U.S. Commander in Afghanistan

VOA covered every aspect of the story that ended in Gen. Stanley McChrystal's resignation and the appointment of Gen. David Petraeus as his replacement. Gary Thomas, Carolyn Presutti, and Jerome Socolovsky reported the story for VOA News and explained its significance. The story also kept White House correspondent Kent Klein busy, and Islamabad's Sean Maroney was on hand in Kabul when Gen. Petraeus was sworn in to replace Gen. McChrystal as the United States' new military chief in the region. VOA's Afghanistan Service and all other South Asia Division services were on top of the story, providing timely updates, along with U.S. and area reaction and analysis. Additionally, VOA's English Division included live audio of the President's Rose Garden announcement of the command change. There were also several live debriefers with VOA correspondents in the studio.

VOA Covers Russian President's Visit

VOA Central News correspondents Dan Robinson and Kent Klein at the White House reported on Russian President Medvedev's visit to Washington and Andre deNesnera, a senior analyst in Central News, explained what was at stake and what was accomplished. The VOA Russian Service's comprehensive coverage included an interview with Michael McFaul, Special Assistant to President Obama and Senior Director for Russian and Eurasian Affairs, who said that the Obama administration's "reset" with Russia had produced tangible results. Following Medvedev—whose efforts to encourage interest in the Skolkovo project took him to Silicon Valley before traveling to Washington—the Russian Service sent a correspondent to California to gauge the opinions of Russian-Americans involved in the tech industry. The correspondent's video reports included an interview with well known Russian economist Anatoly Chubais as well as coverage of a forum at Stanford University with Medvedev and Governor Arnold Schwarzenegger, which has been viewed several thousand times on YouTube. In Washington, in addition to analysis of the meetings, the Service spoke to leading Russian and American experts on pressing issues between the two countries, including disagreement on Georgia's breakaway

regions of Abkhazia and South Ossetia, Russia's membership in the WTO, and the unrest in Kyrgyzstan.



Special Assistant to President Obama, Michael McFaul, addressed VOA's Russian Service in Russian from the White House Briefing Room.

Spy Saga Unfolds on VOA Russian Website

The Russian Service's coverage of the arrest of ten Russian spies, which culminated in an exchange of prisoners between the United States and Russia, made the Service's website (and its popular offshoots, including a YouTube channel, Twitter, and LiveJournal) a go-to source for a number of Russian Internet publications. The Service conducted several interviews with those affected by the scandal, including one with the employer of one of the accused spies and another with former Soviet spy Oleg Kalugin. VOA Russian also provided original reporting from the courthouses in Arlington, Virginia and New York, where the spies were being arraigned, and analyses on the possible affect on the "reset" of U.S.-Russian relations. In addition, when word got out that former Russian spy Sergei Tretyakov had died on the same day that the U.S.-Russian prisoner exchange was announced, VOA Russian provided instant reaction, including a discussion with Peter Earley, the Russian defector's biographer. This comprehensive coverage was cited (with links) by several influential Russian publications, including *Inosmi*, *Polit.Ru* and *Ria Novosti* (4th most popular news site in Russia, according to ComScore). Gary Thomas of Central News also reported on the story as it developed, including background reports on previous spy scandals and what the latest could mean for U.S.-Russian relations.

VOA Covers Clinton's Five-Nation Central Europe-Caucasus Trip

VOA's senior State Department correspondent David Gollust provided on-the-ground coverage every step of the way as he traveled with U.S. Secretary of State Hillary Clinton to Ukraine, Azerbaijan, Armenia, and Georgia. VOA's language services provided special coverage of their own. VOA Ukrainian's extensive coverage included the Secretary's meetings with President Yanukovich, opposition leader and former Prime Minister Yulia Tymoshenko, and representatives of civil society. The Service provided broad analysis of the developing situation in Ukraine, as well as developments in U.S.-Ukrainian relations. A range of experts and political leaders, including Helsinki Commission Chairman Sen. Ben Cardin (D-MD) and Rep. Chris Smith (R-NJ) have spoken to *Chas Time* recently on the subject. Coverage was made widely

available on VOA Ukrainian's daily television newscast *Chas Time*, which moved into its new 10:30 p.m. timeslot on Ukraine's nationwide Channel 5 affiliate a day before Clinton's visit to Kiev. According to InterMedia Research, 30 percent of Ukrainians have their TV sets on during VOA's new broadcast time on Channel 55—more than twice the number that watched the channel at VOA's previous timeslot.

VOA Armenian, Azerbaijani and Georgian services complemented the coverage provided by VOA's Central News correspondent traveling with Mrs. Clinton, with stringer reports from the region and interviews with local officials and Washington-based analysts. Interviews included Asim Mollazade, visiting member of Azerbaijani parliament; former U.S. Assistant Secretary of State David Kramer; Vlad Socor and Glen Howard of the Jamestown Foundation; Professor Kevin Jones of Georgetown University; Andrew Kuchins, CSIS expert on Russia and Eurasia; Novruz Mamedov, head of the Foreign Relations Department in the Azerbaijan President's Office; and Robert Avetisyan, Washington representative of Nagorno-Karabakh.

VOA Provides Comprehensive Coverage of Kampala Bombing

More than 70 people were killed and scores more wounded in two separate bomb explosions in Uganda's capital, Kampala. Somalia's Islamic group al-Shabab has claimed responsibility for the attacks. VOA English to Africa's coverage of the tragedy included debriefers with VOA Central News correspondent Peter Heinlein in Kampala; editor of Uganda's Daily Monitor Alex Atuhaire; Uganda's Information Minister Kabakumba Masiko; former U.S. Ambassador to Ethiopia David Shinn; Nairobi-based security consultant Bruno Schiemsy; Burundian military spokesman Colonel Gaspard Baratuza; and sub-Saharan African analyst Sabine Machenheimer of *Jane's Intelligence Review*. All VOA Africa Services provided extensive coverage through stringer reports from the area, as well as from the United States and countries throughout the African continent. Somali services stringers reported that al-Shabaab spokesmen in Somalia claimed responsibility for both attacks, while Horn of Africa stringers, broadcasting in Amharic, Afaan Oromoo, and Tigrigna to Ethiopia, reported that four of the six persons taken into custody for questioning by Ugandan police were from Ethiopia. The service's coverage included eye-witness accounts. In addition, VOA's weekly 60-minute *Straight Talk Africa* call-in show examined the al-Shabab insurgent militant group and the possible threat of more terrorist attacks in Uganda with former U.N. Undersecretary General Ambassador Olara Otunnu and Lt. Col. Felix Kulayigye of the Ugandan Military.

VOA Continues Coverage of BP Oil Spill

One of the major ongoing stories of the past few months has been the disastrous oil spill off the coast of Louisiana in the Gulf of Mexico. Central News Division reporters and VOA language services have been providing blanket coverage from the beginning. Throughout the past month, VOA Central News correspondents in Miami, Houston, Washington, and London have been reporting on the BP oil company's desperate efforts to stop the flow of oil from a blown out well a mile under the surface of the water. When BP put a 75-ton iron stopper on top of the wellhead on July 15, Miami's Brian Wagner was on deck to report the breaking story, while Washington's Mil Arcega provided a TV package to round out the coverage. Earlier in the month, Washington's Zuli Palacio provided on-the-scene TV coverage of efforts to save wildlife contaminated by the oil sludge; Houston's Greg Flakus reported on oil industry analysts following the offshore operations, and Sela Hennessey monitored BP headquarters in London for their take on the disaster.

Town Hall for Civil War Refugees Returning to Burundi

VOA's Central Africa Service hosted a town hall meeting July 3 in Bujumbura for more than 100 young ex-refugees who discussed their prospects, challenges, and job opportunities in post-civil war Burundi. They were among the more than 250,000 Burundians dislodged by Burundi's 12-year civil war who have returned home from camps in Tanzania. There was a special panel discussion that included representatives of Burundi's civil society, political parties, and religious organizations. The debate was moderated by VOA Central Africa Editor Frederic Nkundikije, who is part of VOA's *Ejo Bite* youth refugee project.



VOA Expands Satellite Programming to Africa

The radio programs of the VOA Horn of Africa Service have been jammed on shortwave by the government of Ethiopia since last February. To counteract the shortwave jamming, VOA began placing the programs on the popular satellite TV, Arabsat. Although the programs were intended to be heard just on an audio sub-channel, with no video, it became clear in June that VOA could also place video on the channel. VOA is now using the Arabsat channel to show a TV picture while it runs the audio of radio programs. While Arabsat viewers listen to VOA radio programs, they now can also see a printed news crawl of the latest stories from their area in their language. There is also an English language feed of the latest world stories, and an English-language crawl across the bottom of the screen of the latest sports—all with background still photos from Africa. According to VOA's Ethiopia correspondent Pete Heinlein, the Arabsat channel is known to be very popular in Ethiopia.

AIDS Researcher Dr. Anthony Fauci Speaks at VOA

VOA held a special briefing at its headquarters featuring Dr. Anthony Fauci, noted AIDS researcher and Director of the National Institute of Allergy and Infectious Diseases (NIAID) at the National Institutes of Health. Fauci told reporters that the July 18-23 AIDS conference in Vienna, Austria will try to tackle the problem of making treatment drugs universally accessible

to those infected. He also said delegates to the conference will also examine potential new methods of AIDS prevention such as vaccines and microbicides. Fauci said that of the 33 million people infected with AIDS, 90 percent live in the developing world, and 60 percent live in Sub-Saharan Africa. He also stated that early and adequate treatment of those infected has led to a lifespan that in many cases is “almost normal,” but he added that only 30-40 percent of those infected have access to treatment drugs. VOA Central News, the Persian News Network, Urdu TV, Deewa Radio, and other services dispatched a team of correspondents to provide extensive multimedia coverage of the conference. U-2 frontman and AIDS activist Bono, who couldn't attend the conference because of health problems, was interviewed by VOA Russian via email. Bono told VOA that he continues “working on involving people of various ages, but most of all the youth.”



Anniversary of Srebrenica Genocide is a Reminder of Continuing Challenges in Balkans

Fifteen years after more than 8,000 Bosnian Muslims were massacred by Serb forces, VOA provided its audiences in the Balkans with comprehensive reporting on the implications of the anniversary. U.S. Ambassador at Large for War Crimes Issues Stephan J. Rapp, who took questions from the Bosnian and Serbian services, said Belgrade had taken steps to arrest those charged in the crimes, but that further efforts would be necessary for Serbia's successful integration into the EU. In addition, the Bosnian Service grabbed exclusive interviews with Rep. Christopher Smith (D-NJ), Bosnia's representative to the UN Ivan Barbalic, and prominent human rights activist and director of the Belgrade-based Humanitarian Law Center Nataša Kandic. Coverage of events in the United States was combined with stringer reports from the target area.



Stephan J. Rapp, U.S. Ambassador at Large for War Crimes Issues, was interviewed at the U.S. Holocaust Museum by reporters from the Bosnian and Serbian Services.

VOA Holds Town Hall Meeting on Haiti

VOA Creole Service held a town hall meeting at the Cuba broadcasting facility in Miami on June 26 to discuss progress in the reconstruction efforts in Haiti and the role of the Haitian diaspora. The meeting, which was moderated by Creole Service Chief Ronald Cesar and two Creole broadcasters working in Miami, was later broadcast on radio and video to television stations and other media outlets in Haiti. The Creole Service also posted a special slide show depicting life in Port-au-Prince tent cities six months after the earthquake. The slide show can be viewed with both Creole and English narrations on VOA's website

(<http://www1.voanews.com/creole/news/slide-shows/98134269.html> or <http://www1.voanews.com/english/news/slide-shows/>).

Praise for Radio Deewa

Governor Kyber Pakhtunkhwa (formerly known as NWFP) Owais Ahmad Ghani invited Deewa Radio stringer in Peshawar on July 12th and told him that he had been impressed by the VOA Deewa Radio broadcast to the border regions. The governor told the stringer that he heard Deewa Radio is highly effective in the border regions and wanted to know more about the program's contents, frequencies, and the broadcast times of the Deewa Radio. He expressed his willingness to participate in the talk shows as a guest and wanted to bridge the gap between him, the people of the province, and FATA (tribal regions) of the country. Pakistan has four provinces, and each one has one governor. The governor of the former NWFP is also the chief administrator of FATA and is regarded as the most powerful of the four provincial governors.

Kurdish Service Receives Award for Coverage

The Bedirxan Cultural Foundation, based in Irbil, northern Iraq, held its 7th annual festival in Washington DC, under the theme of "Cultural Bridges Between Kurds and Americans." The foundation gave VOA's Kurdish Service an award for its exceptional contribution to the Kurdish media. Organizers praised the Kurdish Service for providing outstanding media coverage to Kurdish speakers across the world in the two main Kurdish dialects, Sorani and Kurmanji.

Indonesian Students Visit VOA

More than 100 Indonesian American Field Service Youth Exchange and Study students visited the Indonesian Service and VOA on June 30. They received a briefing on VOA by members of the Indonesian Service followed by a lively question-and-answer session. Virtually all were already familiar with VOA programming on Indonesian TV and radio.

VOA Thai Honored by Thai University

OMPP's Neal Lavon represented VOA's Thai Service in accepting an honorary award from Bangkok's Thammasat University, a top institution of higher learning in Thailand. VOA's Thai Service has held classes on VOA and U.S. international broadcasting for the School of Journalism at Thammasat University for the past 15 years. The class consists of a 20-minute Thai Service presentation, followed by about 90-minutes of fielding questions from Thai undergraduate and graduate students. Expenses for the class are paid for by the U.S. Embassy in Thailand.

Notable Interviews

- In an exclusive interview with VOA's Albanian Service on the occasion of the 11th anniversary NATO troops entering Kosovo, Kosovo's President Fatmir Sejdiu said that his country was successfully progressing as a new state, while at the same time building strong institutions. He said much remained to be done, especially in the fight against corruption and organized crime. Sejdiu denied speculation that Kosovo would negotiate a land exchange with Serbia.
- During Iraq Foreign Minister Hoshiyar Zebari's visit to Washington on July 13, VOA's Kurdish Service interviewed him regarding ongoing efforts to form a new government following the March 7 parliamentary elections. Zebari also commented on the security situation in Iraq and in the border areas with Iran and Turkey. The Turkish Service also aired

the interview, which was widely rebroadcast by Turkish media, including NTV and CNN-Turkl. It was also picked up by a number of leading Turkish Internet news portals with full attribution to VOA.

- In an interview with VOA's Afghanistan Service, former First Lady Laura Bush said: "I think everyone in Afghanistan needs to use this chance to build their country, to be able to recover from years of civil war, the Soviet invasion, the years under the Taliban. It's important, especially for women, not to backslide, not to lose the rights they've been given."
- In an exclusive interview with VOA Uzbek, Robert Blake, Assistant Secretary of State for South and Central Asia, said that Washington would continue to support the interim government in Kyrgyzstan, which is asking for help to restore order in the south, where hundreds of Uzbeks were killed by Kyrgyz gangs early in June. Blake and other U.S. officials who have visited the region have called for an international investigation into the violence.
- VOA Uzbek also interviewed Alcee Hastings (D-FL), chairman of the Helsinki Commission, who called on the Organization on Security and Cooperation in Europe to lead the peace initiatives in Southern Kyrgyzstan and start an investigation into recent ethnic violence.
- VOA Deewa Radio interviewed Sen. John McCain (R-AZ) and Sen. Ted Kaufman (D-DEL) on the ongoing war on terror, the situation in Afghanistan, possible opportunity zones in FATA, reconciliation with Taliban, and U.S. aid to Pakistan.
- Rep. Dutch Ruppersberger (D-Md.), member of House Select Committee on Intelligence and Co-Chairman of the Congressional Port Security Caucus, spoke with VOA Deewa Radio on homegrown terrorism and the role of the Muslim community in combating militancy in the U.S.
- In an interview with Deewa Radio, Rashad Hussain, President Obama's special envoy to the Organization of Islamic Conference, said the administration wanted integration of Muslim-Americans in the mainstream U.S. society.
- In an interview with the Serbian Service, Rep. David Scott (D-GA) discussed his recent visit to Montenegro, saying that the United States should do all it can to help Montenegro speed up its entry into NATO. Among the many media outlets that covered the interview were Radio/TV station B92 and web portal vesti.rs.
- Miodrag Vlahović, the outgoing Montenegrin Ambassador to the United States, told the VOA Serbian Service in a live TV interview that he was happy with the progress in U.S.-Montenegrin relations. Vlahović, who assumed the ambassadorship after Montenegro declared independence from Serbia in 2007, thanked VOA for its objective and comprehensive coverage of developments in Montenegro.
- The Ukrainian Service interviewed Sen. Benjamin Cardin (D-MD) and Rep. Chris Smith (R-NJ) on the situation in Ukraine, immediately after the conclusion of a Helsinki Commission hearing on media freedom in the region. Cardin expressed concern about the recent treatment of the opposition and infringements on a free press in Ukraine. Smith expressed apprehension about Ukraine's tilt toward Russia and what impact it will have on Ukraine's integration with Europe.
- Rep. Ron Klein (D-FL) appeared live on the set of VOA Persian's *News and Views* TV program to discuss a tough new Iran sanctions bill, which requires companies to certify that they do not conduct illegal business with Iran before they are eligible for U.S. government contracts. He said, "Our provision says, once and for all, that companies must make a choice: either do business with the U.S. government or do business with Iran, not both."

- On the occasion of the 15th anniversary of the establishment of diplomatic relations between the U.S. and Vietnam, VOA English interviewed Rep. Loretta Sanchez (D-CA), who represents the largest Vietnamese community in the United States.
- Following an appearance at the U.N. Security Council, Radhika Coomaraswamy, U.N. Special Representative for Children and Armed Conflict, was interviewed live on VOA's daily English-language *In Focus* TV program about the use of child soldiers in Africa.
- VOA's Doug Bernard provided multimedia coverage for VOA at this year's "Festival of Ideas" in Aspen, Colorado. Bernard spoke with founder and director Walter Isaacson as well with attendees, all of whom expressed their enthusiasm about the exchange of ideas.
- *Press Conference USA* featured an interview with Alina Romanowski, Deputy Assistant Secretary for Academic Affairs, about studying in the United States.
- Dr. Johnny Chiang, Taiwan's Government Information Office Minister, was interviewed during his visit to VOA's Chinese Branch on July 16 about the Economic Cooperation Framework Agreement with China, which is designed to create closer economic ties between Taiwan and China.
- The State Department's Director of Language Services, Col. Matthew Klimow (retired), visited VOA's Chinese Service to discuss coordinating translation standards, especially with regard to the translation of important terms and phrases used by U.S. government agencies and political leaders.
- As protests over austerity measures continued in Athens, The Greek Service conducted an exclusive on-camera interview with visiting Greek Deputy Minister of Foreign Affairs Spyros Kouvelis. The Minister was asked about the prospect of the large national debt undercutting his country's ability to meet important foreign policy goals.

D. INTERNET AND NEW MEDIA DEVELOPMENTS

VOA Russian's New Media Continue to Gain Impact

In addition to recording a 46 percent increase in traffic (from 432,460 visitors to 612,374, according to *WebTrends*) in the month of June, Russian Service content was frequently cited or in major Russian publications, including *Ria Novosti*, Newsru.com, and Inosmi.ru. The dramatic increase in audience interest comes during a VOA advertising campaign for its website in Russia and follows comprehensive reporting on Russian President Medvedev's visit to the United States and the Russian spy story.

More VOA Language Programs Go Mobile

VOA's Hausa Language Service has begun offering its multimedia lineup of news, interviews and feature programs to on-the-go mobile phone users, one of the fastest growing segments of digital communication. The Hausa programs, which can be accessed on mobile devices at <http://hausa.voa.mobi/>, offer not only news, but also health information. VOA in English is also available at <http://english.voa.mobi> and other available languages at <http://voa.mobi>.

VOA Chinese launched mobile services with both traditional and simplified Chinese characters that include news updates, as well as video and audio reports in Mandarin and Cantonese. The new sites, <http://cn.voa.mobi/> and <http://tw.voa.mobi/> are now available in Hong Kong and Taiwan. As of early July, they had not been blocked in China.

A mobile version of the VOA Urdu web is now available on all the major cell phone brands currently used in Pakistan. The mobile version displays three major categories of news (Pakistan, U.S., the World.) Each category includes the top six news items, and carries a daily selection of Beyond the Headlines video and Radio Aap ki Duniyaa audio.

New VOA Mobile Phone Videos Let Kenyans Speak Their Mind

VOA's Swahili Service launched *Mitaani (From the Streets)*, a new video feature produced exclusively for mobile phone users in Kenya and other parts of Africa. The Swahili-language features are produced by three mobile journalists in Nairobi, Mombasa, and Kisumu using pocket-sized video cameras. The features capture the opinions of average Kenyans, who are invited to comment on political and social issues facing the nation. Upcoming topics include proposed changes to Kenya's constitution and the sex trade in Mombasa. The short video reports, which debuted on the VOA Swahili mobile site (<http://sw.voa.mobi>), can also be viewed on the Swahili Service website: <http://www.voaswahili.com>.

VOANews.com Web Traffic for June 2010								
Language Service	Site Visits (Sessions)	Page Views	Average Minutes Spent on Site per Visit (Session)	Median Minutes Spent on Site per Visit (Session)	LAST MONTH (May 2010) (underlined numbers are corrected from previous report)		% change from last month's visits/day	
					Site Visits (Sessions)	Page Views		
All VOA Sites	10,991,187	26,732,453	08:07	02:52	10,594,706	27,516,050	7%	
1 English	3,373,709	5,989,911	08:29	02:48	3,025,801	5,849,408	15%	
2 Persian *	1,866,683	4,143,386	08:19	02:09	1,637,712	3,623,797	18%	
3 Special English	1,214,194	3,834,136	11:12	03:27	1,219,251	4,005,140	3%	
4 Vietnamese	970,814	4,301,885	10:52	04:27	1,033,001	4,777,605	-3%	
5 Russian	612,375	1,310,930	08:14	03:25	432,460	825,656	46%	
6 Chinese *	588,559	2,025,003	10:26	03:45	596,966	2,077,646	2%	
7 Burmese	434,031	954,515	08:23	03:35	476,313	1,138,621	-6%	
8 Somali	345,935	690,880	09:19	03:23	360,867	712,877	-1%	
9 Horn of Africa								
Amharic (landing page)	294,749	581,311	06:24	01:16	282,810	714,587	8%	
Tigrigna	55,932	145,308	06:00	00:44	49,104	142,743	18%	
Afaan Aromoo	22,347	59,494	05:28	00:50	23,228	73,325	-1%	
10 Spanish	130,887	203,555	07:41	02:24	143,658	220,377	-6%	
11 Albanian	123,920	319,629	06:20	02:30	140,611	379,239	-9%	
12 Khmer								
Khmer	82,860	165,243	10:29	03:38	94,176	198,998	-9%	
Khmer-English	42,390	94,674	09:35	03:54	47,334	107,304	-7%	
13 Urdu	74,576	241,759	09:14	04:18	78,427	285,015	-2%	
14 Indonesian	71,241	156,401	09:02	04:03	67,863	148,759	8%	
15 Afghan Service								
Pashto	57,557	132,925	09:37	04:33	50,963	129,906	17%	
Dari	50,549	123,402	08:52	03:55	43,669	119,519	20%	
16 Zimbabwe								
English to Zimbabwe (landing page)	54,569	86,336	07:22	03:11	45,388	80,006	24%	
Shona	2,619	4,811	06:49	03:07	2,972	5,771	-9%	
Ndebele	1,590	2,678	06:14	02:40	1,665	3,303	-1%	
17 Tibetan-English	48,529	102,864	07:19	01:39	56,133	129,427	-11%	
18 Hausa	47,958	101,926	07:54	03:21	80,168	196,530	-38%	
19 Serbian	44,657	88,097	06:09	01:59	47,906	98,060	-4%	
20 Central Africa: Kinyarwanda and Kirundi	43,703	78,490	07:51	02:58	31,883	67,628	42%	
21 Korean	41,120	107,809	07:29	02:07	50,942	133,516	-17%	
22 Turkish	39,403	80,335	06:49	02:20	37,776	74,282	8%	

23	Uzbek	39,134	111,118	11:01	05:32	20,001	50,903	102%
24	Thai	26,289	44,552	07:52	02:58	21,095	41,724	29%
25	Lao	23,950	65,699	11:52	04:44	25,042	73,451	-1%
26	French	19,950	43,096	07:43	03:21	16,279	36,414	27%
27	Croatian	19,913	34,054	05:51	02:06	25,020	42,057	-18%
28	Ukrainian	19,094	40,712	07:36	02:38	23,442	50,575	-16%
29	Portuguese	19,009	35,995	07:06	03:02	19,797	37,877	-1%
30	Bosnian	17,029	34,542	06:13	01:55	17,143	35,861	3%
31	Creole	15,733	27,529	10:20	03:25	12,716	28,141	28%
32	Kurdish Service							
	Kurdish	12,933	38,653	07:01	02:24	16,919	50,824	-21%
	Kurdi	3,076	6,895	06:30	01:42	3,230	6,739	-2%
33	Deewa	11,474	30,300	08:28	04:18	12,444	34,551	-5%
34	Bangla	10,277	18,820	07:17	02:58	12,662	25,593	-16%
35	Swahili	8,347	14,874	08:52	03:43	7,814	15,241	10%
36	Azerbaijani	8,152	17,188	07:42	02:52	11,310	24,689	-26%
37	Georgian	6,693	15,995	09:30	03:53	6,460	15,860	7%
38	Greek	6,287	10,975	05:38	01:59	8,282	14,922	-22%
39	Armenian	4,199	9,152	05:20	01:53	5,288	11,650	-18%
40	Macedonian	3,495	10,409	10:26	02:00	2,910	7,665	24%

* These do not include traffic to VOA sites via proxy servers. Visits from Proxy Sites to the Chinese and Persian websites are not yet available for June.

Proxy Site Visits	June 2010	May 2010
Chinese	Not available	659,890
Persian	Not available	645,324

Web traffic notes:

- The VOA Russian service has increased web traffic this month due to several active online ad campaigns targeting Russian audiences to build awareness of the VOA Russian website.
- The violence in Kyrgyzstan against Uzbek minorities drove additional traffic to the VOA Uzbek website during the crisis in June.
- The VOA Hausa Service web traffic is down after three months of increased traffic during its coverage of Nigerian President Umaru Yar'Adua's extended illness and death in early May.

NEW MULTIMEDIA MOBILE WEBSITES

By the end of June, 13 VOANews.com sites had new, multimedia mobile versions. The VOA.mobi websites are automatically optimized for the mobile device accessing them—phones with larger displays and more advanced web browsers will be presented with a multimedia website while phones with smaller displays will get text-only articles.

Mobile Website	Visits in June 2010
English	25,271
Persian	8,908
Russian	8,008
Somali	5,546
Chinese – Simplified characters	4,709
Urdu	1,986
Albanian	735
Swahili	586
Spanish	444
Serbian	281

Turkish	247
Ukrainian	108
Bosnian	36
Total Visits to Mobile Sites	56,865

VOA Social Media – May 2010

The IBB Office of New Media is working with VOA language services to compile data on the use of social networking sites. We will highlight trends and areas of growth on a monthly basis. April's report includes VOA's use of YouTube, Facebook, Twitter, and the new goEnglish.me interactive English learning website.

YOUTUBE

Of the 44 language services, 24 services distribute videos on branded YouTube channels. The VOA language services with the most videos viewed on YouTube this month are:

Top YouTube Language Services	Total Video Views in June 2010	Change from May 2010
English	402,622	-11%
Russian	195,086	+5%
Persian	160,688	-31%
Special English	133,822	-21%
Albanian	97,611	-11%

FACEBOOK

Of the 44 VOA language services, 33 have at least one Facebook Page (some languages services have more than one). The services with the most "friends" on Facebook are (as of Jun 30, 2010):

Top Facebook Language Services	Sum of all accounts' friends	Change from May 2010
Indonesian	105,440	+14%
PNN	68,574	+26%
English	10,198	+16%
Special English	9,925	+30%
Vietnamese	3,550	+4%

TWITTER

Of the 44 VOA languages services, 29 have at least one Twitter account. The VOA language services with the most followers of their Twitter accounts are (as of June, 30 2010):

Top Twitter Language Services	Sum of all accounts' followers	Change from May 2010
English	8,558	+11%

Persian	6,348	+0%
Special English	5,600	+11%
Chinese	4,592	+8%
Indonesian	2,870	+40%

GOENGLISH.ME

goEnglish.me, a new “learning English” website, is currently available in Chinese and Persian versions. Below is traffic information for June, including visits and time on site, as well as the number of registered users. Visitors must register to participate in the forums and social networking components of the site, but they can access lessons and other materials without registering.

goEnglish site	Registered Users	Visits in June 2010	Average Time on Site (minutes)
Farsi	30,890	108,908	17:36
Chinese	9,420	18,190	6:29

E. DEVELOPMENT

Zimbabwe: Joan Mower traveled to Zimbabwe to look at sites for a reporting center funded by USAID. She met with VOA's stringers, other journalists and U.S. Embassy and USAID officials. USAID is committed to continuing to support *Studio 7* which remains a popular program in Zimbabwe. VOA will organize a training session for the Zimbabwe stringers in South Africa in early September.

Training Workshop in Kingston, Jamaica: Brian Armstead conducted a one-day workshop on hurricane preparedness for 24 Jamaica-based reporters. The U.S. Embassy in Kingston extended a special invitation for Armstead to conduct the training following his visit to Jamaica earlier this year. While there he conducted a three-day workshop on avian influenza and on earthquake disaster preparedness for journalists from several Caribbean and South American countries.

The most recent workshop included the participation of the Jamaican Government's Office of Disaster Preparedness & Emergency Management-ODPEM, the National Hurricane Center in Florida (via DVC), and the Military Liaison Office. It was a hands-on, interactive workshop, where journalists learned to prepare and report on wind and water disasters as well as the role of the government and international entities during such disasters. The U.S. Embassy in Kingston asked Armstead to conduct a similar workshop at the beginning of hurricane season in 2011.

Haiti: Samuel Miles, a summer intern from Yale University, traveled to Port-au-Prince to assess the state of Haitian media and evaluate its development since the January 12th earthquake. He met with VOA stringers, station affiliates, U.S. Embassy representatives, and heads of related media NGOs, such as Internews and Reporteurs Sans Frontières. Miles evaluated the feasibility and level of demand for a journalist reporting center, proposed by VOA to satisfy local media needs. He surveyed several potential locations for the project and examined any possible overlap

between the proposed VOA center and USAID's press center, located at the Ministry of Culture. Miles's trip was funded by the Heinz Fellowship Grant for Federal Service.



Haiti photos from (l) to (r): VOA affiliate Radio Guinen; an IDP camp; VOA stringer Renan Toussaint uses his laptop to take a photo at an IDP

F. PUBLIC RELATIONS

MEDIA

- VOA Public Relations received several calls from Bloomberg reporter Jason McClure regarding the expulsion of VOA reporter Heather Murdock from Ethiopia. VOA did not issue a statement, however the Committee to Protect Journalists (CPJ) did issue a statement condemning the Murdock incident. The CPJ statement pointed out that the Ethiopian government's use of expulsion "...to induce self-censorship among foreign journalists working in the country... has been a common practice for many years."

EVENTS

- VOA Public Relations worked with other Agency elements to present a briefing by Dr. Anthony Fauci, Director of the National Institute of Allergy and Infectious Diseases on the treatment of HIV/AIDS and this week's conference on AIDS in Vienna, Austria. The event, moderated by Acting Director of Public Relations David Borgida, was streamed live on VOA's website and is available on demand.

PROJECTS

- Visitors to VOA will soon have an opportunity to use computers to explore the VOA website during the tour. Shelving for the computers has already been installed, and the computers will be in place in the weeks ahead. These computers will underscore VOA's embrace of the Internet while giving visitors a new interactive resource area to enhance their tour experience.
- VOA Public Relations has launched a Congressional outreach project to promote VOA tours. Letters have been mailed to all members of Congress—both House and Senate—asking them to add the VOA Studio Tour to information that they post on their web sites for constituents visiting Washington, D.C.
- As a result of the Congressional outreach mentioned above, the House of Representatives web site has added a link to the VOA Studio Tour (http://www.house.gov/house/tour_dc.shtml). This additional tour promotion comes at no cost to VOA.
- The 2011 VOA calendar is currently in production.

VOA STUDIO TOUR

- Four South Korean participants in a State Department International Leadership Program took the tour and met with VOA Korean Service staff. – June 18
- Mr. Ragchaasuren Uvgunkhuu, Director of RGB TV in Mongolia, took the tour and met with staff of VOA Russian Service and IBB's Office of Marketing and Program Placement. – June 22
- VOA's Public Relations office worked with the Indonesian Service to arrange a visit to VOA for more than 100 Indonesian high school students and their escorts. – June 30
- Public Relations arranged for VOA Executive Editor Steve Redisch and VOA language service staff to take part in a BBG program for State Department Information Officers. – July 2
- VOA Executive Editor Steve Redisch and BBG Executive Director Jeff Trimble spoke to a delegation of Iraqi journalists. Following the briefing, the Iraqi journalists met with VOA Kurdish Service staff. – July 15
- Twenty African journalists visited VOA for a roundtable discussion with VOA's French Service and a tour. – July 20

WRITTEN COMMUNICATION

The office has increased the production of the "VOA Buzz" to highlight internal VOA developments, and it issued the following press releases:

- *VOA Marks Anniversary of Disputed Iran Election* – June 8
- *VOA Expands Coverage For World Cup* – June 9
- *VOA Resumes Popular HIV/AIDS Prevention Program in Mozambique* – June 10
- *New VOA Mobile Phone Videos Let Kenyans Speak Their Mind* – June 15
- *VOA and Pakistani Cable News Station Unveil Joint TV Project* – June 28
- *VOA Studio Tours Offer "Cool" Relief* – June 30
- *AIDS Researcher Dr. Anthony Fauci Speaks at VOA* – July 7
- *VOA Statement in Response to "Axis of Evil" Editorial* – July 7
- *VOA Hausa Language Programs Go Mobile* – July 7
- *Globovision President Says He Can't Go Back to Venezuela* – July 15



May 13, 2010

MEMORANDUM FOR: Broadcasting Board of Governors
FROM: Dan Austin, VOA Director
SUBJECT: VOA's Monthly Report for May

A. FIREWALL

There are no firewall issues to report this month.

B. CHALLENGES / ISSUES

VOA Somali Chief Warned by al-Shabab

The Somali insurgent group al-Shabab has indirectly threatened the lives of the chief of VOA's Somali Service and his counterpart at BBC. Speaking at a Mogadishu mosque on Friday April 23, an al-Shabab official labeled VOA Somali Service chief Abdi Yabarow and BBC Somali Service chief Yusuf Garaad Omar as *murtadeen*, or one who abandons the Islamic faith. The official apparently did not make a direct call for violence, but al-Shabab loyalists have killed those they deem to have violated Islamic law. Al-Shabab in April also closed VOA affiliates in Mogadishu, but the VOA Somali Service continues to be heard in the capital via the Transitional Federal Government's station, Radio Mogadishu, as well as VOA shortwave broadcasts. BBC affiliates were also shuttered in areas of Somalia controlled by the Islamist group.

Militants Issue Threat to Deewa Stringers

Taliban officials have warned two Deewa Radio stringers in Pakistan that they would suffer serious consequences if their reports do not give Taliban spokesmen an opportunity to explain why they carried out the acts they did. Deewa is not acceding to the Taliban demand, but it is taking it seriously. For safety reasons, the two stringers will stop reporting for a while.

C. PROGRAMMING / NEW INITIATIVES

Horn of Africa Using Varied Strategies to Evade Ethiopian Jamming

To counter the jamming of the Horn of Africa's Amharic, Afan Oromo and Tigrigna programs into Ethiopia, VOA began offering those programs via a 24-hour audio stream on the Arabsat

satellite on April 28. The audio channel allows TV owners to listen to the radio program through their TVs. VOA shortwave radio signals into Ethiopia have been jammed in the three languages since late February. The Arab League's 35-year-old satellite system has a strong footprint in North Africa and the Middle East and provides the principal satellite service for Ethiopia's growing television market with the popular Al Jazeera programs and federation football.



Satellite receivers above homes in Addis Ababa

The satellite feed was launched under a one-year contract. The 24-hour service will also offer live and delayed feeds and some rebroadcasts of other Africa Division services, including Somali, French and English.

Other efforts to counter Ethiopian censorship include the introduction of a 30-minute morning show. At its outset the show was quickly jammed by Ethiopia's eight transmitters dedicated to jamming, but since then VOA Engineering has increased both the number of frequencies and the signal strength of several BBG transmitters to test the resolve and the limits of Ethiopian jammers. VOA engineers hope these measures will persuade the Ethiopian government that its war against international media is proving too costly. Additional projects being considered include experimentation with Dial-Up Radio on mobile phones and the offer of an e-mail newsletter service to the Horn of Africa audience. The e-mails to listeners who request subscriptions were inaugurated after the Ethiopian government began blocking the VOA website in early April. It involves use of a proxy server that enables the Horn of Africa's Ethiopian audience to circumvent the Web blocking.

On May 3, World Press Freedom Day, Director Danforth Austin issued a statement on the media situation in Ethiopia. He expressed VOA's opposition to "all efforts to interfere with the free flow of news and information" but also said that "VOA hopes to work with the Ethiopian Government to resolve the issues behind the jamming."

PNN Still the Number One International Broadcaster to Iran

New research conducted for PNN finds that it is far and away the top international broadcaster to Iran with 19.6% of adults watching at least weekly. BBC's weekly audience is 10.2%. The VOA audience figure is roughly 10 points lower than last year though the difficulties inherent in conducting research on foreign media in Iran dictate caution in interpreting these results. The reach of all major TV stations in the country declined and survey results for international stations were likely affected by government jamming and a reluctance (on the part of those surveyed) to admit to viewership of foreign media. The research shows that *News and Views*, *Late Edition* and *Newstalk* are the top-rated shows. The vast majority of those surveyed find PNN's content

“trustworthy” and say it has “increased their understanding” of events in the Mideast, in Iran, the world at large and in the U.S. The data also show that PNN now has more viewers in the age 15-34 bracket than in the over-35 bracket, with a virtual 50-50 split among men and women.

PNN received more good news the end of April, when the Washington Institute for Near East Policy, a conservative think tank, released a study on broadcasting to Iran. WINEP analyst Mehdi Khalaji said that in the past two years PNN has become “a more professional news outlet by remodeling its programs, enriching its visuals, shortening interviews and program runtimes, and hiring a younger generation of Iranian editors and broadcasters.” Khalaji goes on to say: “The new PNN's influence over Iranian society and politics is undeniable. Tehran constantly condemns VOA and jams its signal, as it does with other popular Persian-language media broadcast from outside Iran. In the regime's view, PNN was one of the main entities responsible for the mass protest movement that emerged after the 2009 presidential election. Along with Radio Farda, it is regarded as the central component in the West's soft war against Iran.”

Covering Poland's Air Tragedy

The Eurasia Division and Central News mobilized quickly to cover the April 10 plane crash that killed Polish President Lech Kaczynski along with many other leading members of his government. The Russian Service's stringer in Moscow provided continuous coverage of developments relating to the crash and of efforts in Warsaw to put a new leadership team in place. Eurasia Division coverage also included reaction from the Obama administration and Congress, interviews with leading experts on Russia and Poland, and reaction from the diaspora in the Greenpoint section of Brooklyn -- the second largest Polish community in the country. Central News Correspondent Sonja Pace flew to Warsaw to report on reaction to the disaster and the formation of a new Polish leadership. The London-based Pace then flew home from Poland in time to report on the collapse of 13 years of Labor Party rule and the installation of a coalition government in Britain for the first time since World War II.

Thai Protests at VOA's Door

Reporters don't always have to go where the story is. Sometimes it comes to them. That is case for VOA reporters in Bangkok, where opponents of the government have set up an encampment in the main business district, which is where VOA's Bangkok office is located. Though getting to the office was sometimes difficult, the VOA staff was able to do its work without interruption, to the great benefit of all VOA broadcasters, especially the Thai Service. Bangkok bureau correspondent Daniel Schearf and bureau editor Kate Dawson, joined by stringer Ron Corben, provided the Thai Service and other VOA elements with constant radio, TV and photo coverage of the protests. The so-called red-shirt protesters are demanding early elections to replace the current government, which they consider illegitimate.

VOA South Asian Division Services Report from Guantanamo

Reporters from Afghanistan Service, Urdu Service and Deewa Radio went to Guantanamo Bay for a 10-day embed with the U.S. military to cover the trial of Omar Khadr. Khadr, a 22-year-old Canadian citizen, has been held since he was 15 years old on charges of murder and support for terrorism. The trial is the first significant one to take place at Guantanamo under the Obama Administration. Deewa Radio interviewed prosecutor and defense attorneys, reported on the difference between military and civilian courts and filed reporter's notebooks. The listeners termed the talk show “historic” and expressed their appreciation that a Pashtun journalist was telling them the story right from Guantanamo Bay. The Urdu Service provided coverage for

radio, TV and Web. The reporter joined a live Roundtable discussion and answered questions directly from a very curious Pakistani audience, one of whose members expressed gratitude to the Urdu Service for what he described as its “historic coverage.” The Afghanistan Service aired several live phoners in its radio and TV programs. TV Ashna and Urdu TV teamed up to produce and track original video coverage. In addition to providing information on the Khadr trial, the reporters explained to their audiences that detainees are given breaks for prayers five times a day, are not kept in shackles, have copies of the Quran in their native languages, have proper shelter and receive three meals per day that meet their cultural dietary requirements. They also have the means to send and receive mail, plus a library with books and movies containing 14,000 titles.

VOA Uzbek Vital Source on Kyrgyz Turmoil

For listeners in Central Asia, VOA Uzbek remains one of the few sources of reliable information on developments in the region. A good example is the political upheaval in Kyrgyzstan, which began in early April with demonstrations that led to the ouster of President Kurmanbek Bakiyev. The state media in neighboring Uzbekistan did not report anything about the political changes in Bishkek, with the exception of presenting an official government statement calling for peace. In the weeks following the April 7 uprising, VOA Uzbek not only provided the latest news but also focused on the regional and international ramifications of the unrest and its aftermath. Its stringers filed stories from Bishkek, Osh and Jalalabad (Uzbek speaking regions in Kyrgyzstan), while back in Washington VOA Uzbek delivered in-depth analysis by talking with American officials, NGO workers, Kyrgyz living abroad, and Uzbek community members.

DC Nuclear Summit: Politics with a Little Music on the Side

More than 40 heads of state and prime ministers participated in the Nuclear Security Summit hosted by President Obama on April 12 and 13 in Washington, D.C. Presidents Serge Sarkisian of Armenia and Mikheil Saakashvili of Georgia, as well as Prime Minister Recep Tayyip Erdogan of Turkey were among the participants. Turkish, Armenian and Georgian services aired original reports on the summit and the bilateral meetings between President Obama and Turkish and Armenian leaders, as well as those between the Armenian and Turkish foreign ministers and Secretary of State Hillary Clinton. One of the high points of the summit was the agreement by Ukraine’s newly elected president, Viktor Yanukovich, to rid his country of its highly enriched uranium stockpile by 2012. The Ukrainian and Russian Services provided full coverage of the Ukraine agreement and other developments at the summit. The Russian Service devoted a special page on its website to the summit. It also provided video of President Medvedev’s unexpected appearance at a Russian rock concert in Washington, D.C. Ukrainian Service coverage included a live interactive with Channel 1, reporting on Ukraine’s initiative to eliminate stockpiles (which was hailed by the White House), and newsmaker interviews on the Chas-Time TV program with Hanna Herman, the Ukrainian President’s Deputy Chief-of-Staff and Anatoliy Kinakh, a member of the Ukrainian parliament.



While in Washington, Russian President Dmitry Medvedev made an unexpected visit to a Mashina Vremeny (Time Machine, a popular 1980s rock band) concert. The Russian Service, always ready for the unexpected, recorded the moment. The video has been viewed over 1500 times on YouTube.

Tibetans Rocked by Devastating Earthquake

In mid-April a powerful earthquake hit the Tibetan town of Kyigudo (in China's Xinjiang, Tibet's province of Kham). In its first TV broadcast after a 7.1 earthquake hit, VOA Tibetan aired a special live two-hour TV program on the earthquake and the devastation it caused. The program had nine guests, including survivors who were near the site of the quake and others who discussed the relief effort. The following week's program included video messages from the Dalai Lama and the heads of four other Tibetan Buddhist sects. Though the Chinese government has for years made it almost impossible for those inside Tibet to communicate with the outside world, the Tibetan Service is confident that its broadcasts of the video messages, along with the consolation and comfort that it has given to the injured and grieving people in the region, have had a powerful impact on all Tibetans.

Bilateral Deals with China Little Value to Zimbabwe, Says Zimbabwe Service Report

Zimbabwe Service reporter Gibbs Dube produced a two-part report on China's economic role in Zimbabwe. The conclusion: for all of President Robert Mugabe's rhetoric since 2003 about a "Look East" policy to develop Chinese and other Asian economic partners, the reality is that few Sino-Zimbabwean bilateral agreements have yielded concrete results and Zimbabwe has derived little benefit.



Protest against Chinese involvement in Zimbabwe

On the other hand, Dube reported in Part Two, Chinese cell phone maker ZTS International is moving to establish an assembly plant in Harare to turn out its inexpensive G-Tide phones targeting the low end of the mobile market. With basic functionalities, G-Tide phones cost just US\$25, compared with the typical range of US\$75-US\$125 for a Nokia or Samsung model. The only drawback, one visitor to the VOA Zimbabwe Website commented, is that "the G-tide phones are cheap, but they are now a major contributor to noise pollution. This is due to their uncontrollable volume -- in public places ... when the owners play music everything has to go to a standstill as everyone is forced to listen to the music." The "Look East" series ran April 26-27 on *Studio 7's* English and Ndebele language programs.

VOA Khmer Report Lands Prime Time Spot on National TV

At the request of its national TV affiliate in Cambodia, TVK (Cambodian National Television), VOA Khmer produced a special 25-minute video feature on Khmer New Year traditions in the Washington, D.C. region. The report included footage of a traditional Cambodian dance troupe in D.C. that annually stages a Khmer New Year gala dance event. TVK Director-General Kem Gunawadh expressed satisfaction with the special report and aired it in full on TVK on April 13,

the eve of the Khmer New Year. The report, shown on prime time, was a wholly original VOA Khmer video report and was seen by millions of television viewers throughout Cambodia.

USAID Continues Support for VOA Portuguese Health Programming

The State Department has awarded \$96,000 to the Africa Division's Portuguese Service to ensure the continuation of "*Vida Sem Medo*" ("Life Without Fear"), a very successful HIV/AIDS show targeting the youth of Mozambique. The funds will allow VOA-Portuguese to keep producing, with the collaboration of Mozambican journalists and producers, a twice-weekly 30-minute radio show focusing on health topics primarily related to HIV/AIDS. The program, which went on the air December 2006, has always attracted a strong audience among young people but it has also gained an older following over the years.

Play about Life under Khmer Rouge Makes Radio Debut on VOA Khmer

A drama about the effect of the Khmer Rouge regime on the lives of ordinary Cambodians – *Breaking the Silence* -- made its radio debut April 18 on VOA's Khmer Service. Written by Dutch playwright Annemarie Prins, *Breaking the Silence* has been stage-produced in several Cambodian provinces in recent months. Youk Chhang, director of the Documentation Center of Cambodia, which helped produce the play and cooperated with VOA, said that, by broadcasting the play, "VOA Khmer will ensure the drama is heard by a wider, national audience." The play describes life under the Khmer Rouge regime. Each of the radio play's seven scenes – ranging from 15 to 21 minutes each – reflects a true story. Playwright Annemarie Prins said, "The main goal of this production is to find a way out of trauma's silence, contributing to open dialogue as part of the process of reconciliation." The seven scenes of the play were broadcast by VOA's Khmer Service on consecutive nights, starting Sunday April 18 and will be re-broadcast on weekends in May. Audio and transcripts are also available on the VOA Khmer website.

Top Thai Official Visits VOA

The deputy prime minister of Thailand, Trairong Suwannakhiri, visited VOA studios on April 12. Mr. Suwannakhiri was in Washington as part of the Thai delegation to the Nuclear Security Summit. While at VOA, he was interviewed on camera by reporters from VOA Thai, VOA Burmese, VOA Khmer, and VOA Central News, all of whom aired reports.

- VOA Khmer focused on Mr. Suwannakhiri's statement that his government was "very happy" that Cambodia would not let ousted premier Thaksin Shinawatra use Cambodia as a political base to attack the Bangkok government.
- VOA Burmese focused on the deputy prime minister's statement that Thailand hopes to see more democratic development in Burma. He also discussed Thailand's policies on Burmese refugees.
- VOAThai emphasized his support of President Obama's goals for the Nuclear Security Summit: To make the world safer.

Greek Service Chief Honored

George Bistis, chief of the VOA Greek Service, received the 2010 Media Personality of the Year Award at the 19th Hermes Expo International, in Atlantic City, New Jersey. The citation praised the Greek Service chief for "promoting the expansion of business and trade relations between the United States and Greece and telling the remarkable story of the proud Hellenic-American community on a daily basis for over 40 years to our brothers and sisters in Greece."

Interviews

- In an exclusive interview with *Foro Interamericano*, the president of Honduras, Porfirio Lobo, expressed his concern about the recently approved immigration law in the state of Arizona.
- Haitian President Rene Preval gave an interview to the Creole Service during the US/UN Conference in the United Nations. President Preval spoke about international aid to his country and the outpouring of support Haiti has received from donor nations.
- Nepal's Prime Minister, Madhav Kumar, told VOA he is willing to resign if it aids the peace process in his country. Kumar was interviewed by VOA Correspondent Steve Herman. Nepal's government has been under growing pressure from former Maoist rebels, who won national elections in 2008, but quit the government last year over terms of a peace agreement.
- PNN interviewed Jeffrey Feltman, Assistant Secretary of State for Near Eastern Affairs, who said the door to U.S. engagement with Iran remains open. Feltman said the United States wants diplomacy to work and show the leaders of Iran the choice that they have.
- The Azerbaijani Service interviewed Mark Toner, deputy spokesman of the U.S. State Department on the current state of US-Azerbaijani relations. Mr. Toner told VOA Azerbaijani that the United States was working with both Armenia and Azerbaijan to seek long-term solutions to the dispute between the two countries.
- In an on-camera interview with the VOA Georgian Service, Senator John McCain (R-Arizona) reaffirmed his support for Georgia's accession to the NATO Alliance. The Senator spoke to VOA shortly after meeting with Mikheil Saakashvili, the president of Georgia, on the sidelines of the Washington Summit on Nuclear Security.
- The Afghanistan Service interviewed Senator Ted Kaufman (D-DE) following his latest trip to Afghanistan. He discussed efforts the country is making to fight corruption.
- The Urdu Service spoke with Pakistan pop star Atif Aslam about his collaboration with Indian musician Shreya Ghosal. The two shared the concert stage in Washington D.C. to underscore the importance of peace and cooperation between their two countries.

D. INTERNET AND NEW MEDIA DEVELOPMENTS

VOA Launches Digital Frontiers Project

A pioneering new VOA Web feature, "Digital Frontiers," was launched May 6. It offers visitors the chance to share their experiences with freedom and censorship in the evolving world of Internet and mobile communication. Those experiences can be shared in a variety of ways, by writing or sending videos to VOA's website, Twitter or Facebook page. The goal of "Digital Frontiers" is to make VOA's audience part of an interactive discussion that explores how our digital world is changing and how issues like privacy, identity, security and freedom are affecting people. The new Web feature can be found at www.voanews.com/digitalfrontiers.

English Learning Website Big Hit for PNN

PNN's new English learning website for speakers of Farsi (<http://farsi.goenglish.me>) continues to exceed all expectations, registering nearly 150,000 visits in its first 30 days with more than 85,000 of those visits from inside Iran itself. The surge in interest began the day the new site was launched on March 20th. Technicians were immediately forced to provide additional server

support to meet the number of visitors. Comments flowing into PNN are full of praise. The site features 24 modules, presenting a variety of cultural situations in the United States. Each module has three lessons—beginner, intermediate, and advanced. Practical topics include: "Greeting Friends," "Retail Shopping," and "Apartment Hunting."

70 Million Chinese to See VOA Video at World Expo in Shanghai

The 2010 World Expo in Shanghai opened May 1 and visitors to the U.S. exhibition could not miss the VOA display: A video promoting America and VOA on extra large high definition Jumbotron screens above the entrance to the U.S. Pavilion. It is estimated that, by the time the expo ends on October 31, as many as 70 million people will have seen the display. VOA Mandarin's Beijing Correspondent Ming Zhang and Video Journalist Roger Hsu flew to Shanghai in late April to cover the expo's opening. They filed live and recorded radio and television reports for VOA's Chinese services. [A video file of this promotion is available.]

Swahili Service Stringers Trained in Ways of New Media

The Swahili Service has completed video training of three of its stringers in Nairobi. The stringers will now be able to file stories for Swahili mobile platforms and its website. The training was conducted by Swahili Service Chief Mwamoyo Hamza and Africa Division Senior Web Editor Steven Ferri. To see a sample of a video program prepared by the stringers go to: <http://www.youtube.com/user/VOAKiswahili>.

Urdu Service Programs Now Available on Mobile Phones

The Urdu Service has launched its website -- www.UrduVOA.com -- versioned for mobile phones. Urdu (along with VOA English, Persian, Swahili, Spanish and Russian) now offers multimedia content for those with iPhones or other modern mobile devices. The service features top news and the best of Urdu's TV and Radio programming each day.

VOANews.com Web Traffic for April 2010

Language Service	Site Visits (Sessions)	Page Views	Average Minutes Spent on Site per Visit (Session)	Median Minutes Spent on Site per Visit (Session)	LAST MONTH (Mar 2010) (underlined numbers are corrected from previous report)	
					Site Visits (Sessions)	Page Views
VOA	8,617,601	24,375,519	07:04	02:30	8,964,425	26,214,790
1 English	2,677,542	5,273,342	07:50	02:42	2,598,734	5,382,993
2 Persian *	1,224,516	3,033,946	06:38	01:57	1,388,046	3,462,378
3 Vietnamese	864,731	4,377,395	10:50	04:36	903,791	4,729,427
4 Special English	833,750	3,489,573	10:03	03:16	856,972	3,629,930
5 Chinese *	513,688	1,888,251	09:04	03:26	531,804	1,971,390
6 Russian	389,088	811,154	07:41	03:31	392,031	818,829
7 Burmese	376,419	1,015,739	06:40	02:21	338,465	885,156
8 Horn of Africa: Afan Oromo, Amharic and Tigrigna	348,277	653,875	05:54	00:42	401,667	783,948
9 Somali	225,237	500,669	08:26	03:06	260,861	608,959
10 Spanish	120,983	192,324	07:42	02:34	130,488	205,070
11 Albanian	112,111	305,719	05:18	02:16	137,455	362,033
12 Khmer	71,567	198,027	08:00	03:11	99,201	315,974
13 Urdu	63,426	222,495	07:58	03:45	67,472	245,953
14 Hausa	61,853	153,166	07:06	03:05	58,773	129,258
15 Indonesian	57,140	127,536	08:13	03:51	61,011	140,998
16 Korean	54,008	159,347	06:27	01:57	54,380	188,116
17 Zimbabwe	48,070	82,297	06:43	03:11	53,527	94,919
18 Serbian	45,380	97,715	05:00	01:59	44,081	102,115
19 Pashto	44,486	124,353	08:06	03:44	44,134	127,325
20 Dari	39,044	122,026	07:01	02:53	37,279	113,189
21 Turkish	35,841	74,473	05:15	01:44	38,479	77,274
22 Central Africa: Kinyarwanda and Kirundi	28,371	76,750	05:13	01:10	37,339	114,664
23 Lao	26,331	81,195	07:09	02:16	33,294	97,092
24 Croatian	23,403	40,348	05:04	02:11	27,525	47,076
25 Ukrainian	19,188	44,415	06:39	02:34	21,702	48,132
26 Uzbek	18,327	47,186	08:26	03:27	15,662	38,434
27 Thai	17,187	37,898	06:38	02:26	22,561	45,082
28 Bosnian	16,773	36,537	05:22	01:40	21,203	48,402
29 Tibetan	13,966	35,688	05:13	00:33	45,409	117,071
30 Bangla	13,033	26,395	04:32	01:36	13,403	27,223
31 Portuguese	12,674	31,495	06:24	02:39	14,569	34,199
32 French	12,576	32,131	06:14	02:09	16,114	41,044
33 Kurdish	11,832	34,163	06:46	02:24	13,359	37,033
34 Creole	11,430	33,277	07:42	02:50	12,577	32,421
35 Deewa	11,269	29,466	07:53	03:40	10,741	28,188
36 Greek	10,614	19,012	04:44	01:58	11,700	22,208
37 Azerbaijani	9,825	22,457	06:31	02:37	8,243	18,692
38 Georgian	5,893	13,219	06:24	02:15	6,060	12,684
39 Armenian	4,836	9,299	05:13	01:32	4,627	8,812
40 Swahili	4,808	10,680	07:13	02:41	5,703	13,890
41 Macedonian	3,062	7,445	05:19	02:12	4,026	9,180
42 Kurdi	2,703	5,962	06:08	01:47	3,940	9,316
43 Shona	2,666	5,468	07:16	03:32	3,056	6,238
44 Ndebele	1,692	3,194	05:46	02:46	1,809	3,656

* These do not include traffic to VOA sites via proxy servers. Proxy traffic is listed below:

Proxy Sites	April 1020	March 2010
Chinese	567,184	503,152
Persian	557,630	433,156

VOA Social Media – April 2010

The IBB Office of New Media is working with VOA language services to compile data on use of social networking sites. We will seek to highlight trends and areas of growth on a monthly basis. April's report includes VOA's use of YouTube, Facebook, Twitter, and the new goEnglish.me interactive English learning website.

YOUTUBE

Of the 44 language services, 24 services distribute videos on branded YouTube channels. VOA Videos on YouTube had over 1 million views in March. The VOA language services with the most videos viewed on YouTube this month are:

Top YouTube Language Services	Total Video Views in April 2010	Change from March 2010
English	453,498	+4%
Russian	179,977	-7%
Persian	160,315	+4%
Special English	155,427	-5%
Burmese	104,982	+6%

FACEBOOK

Of the 44 VOA language services, 30 have at least one Facebook Page (some languages services have more than one). The services with the most "friends" on Facebook are (as of April 30, 2010):

Top Facebook Language Services	Sum of all accounts' friends	Change from March 2010
Indonesian	74,036	+11%
Persian News Network	53,441	+7%
Worldwide English	7,344	+13%
Tibetan	5,137	+11%
Special English	3,605	+546%

TWITTER

Of the 44 VOA languages services, 29 have at least one Twitter account. The VOA language services with the most followers of their Twitter accounts are (as of April 30, 2010):

Top Twitter Language Services	Sum of all accounts' followers	Change from March 2010
English	7,032	+4%
Persian	6,284	+1%
Special English	4,597	+8%
Chinese	3,807	+17%
Indonesian	1,537	+27%

GOENGLISH.ME

goEnglish.me, a new “learning English” website, is currently available in Chinese and Persian versions. Below is preliminary traffic information for March, including visits and time on site, as well as the number of registered users. Visitors must register to participate in the forums and social networking components of the site, but they can access lessons and other materials without registering.

goEnglish site	Registered Users	Visits in April 2010	Average Time on Site (minutes)
Farsi	16,600	147,996	9:00
Chinese	7,340	27,132	5:46

E. DEVELOPMENT

Training Workshop in Abuja, Nigeria: Joan Mower traveled with VOA Hausa staffer Aliyu Mustapha to Abuja to conduct a training workshop on health issues for the VOA stringers in northern Nigeria. Seventeen journalists attended the workshop, which featured the head of the Nigeria Primary Health Care system and officials from USAID and CDC. The three-day workshop also dealt with journalism ethics, VOA standards and procedures, best practices in journalism and administrative issues. Mower also met with U.S. Embassy and USAID officials and NGOs. The Nigeria project is funded by USAID.

Southern Sudan Broadcasting: The State Department transferred \$829,000 to VOA to launch a new, 30-minute daily, English-language program to South Sudan. The program, under VOA’s English Division, will cover events leading up to the 2011 Referendum when Southern Sudanese will decide if they want to create a separate state. Development negotiated for the money with the Office of the Special Envoy for Sudan. The program is set to start this summer.

Mozambique Broadcasting: The State Department transferred \$96,000 to VOA to resume the weekly, Portuguese-language broadcasts in Mozambique. The program – *Vida Sem Medo* – is aimed at youth. It focuses on the prevention and treatment of HIV/AIDS. It ceased when funds expired last year but will resume in June.

Afghan Broadcasting: The State Department has signed the MOU transferring \$1 million to VOA’s Afghan Service for the creation of the weekly, youth-oriented TV show starring Daoud Saddiqi, creator of the Afghan Star TV show.

F. PUBLIC RELATIONS**Media & Outreach**

- In response to a *Washington Times* opinion piece, “Voice of the mullahs” (<http://www.washingtontimes.com/news/2010/apr/14/voice-of-the-mullahs/>), VOA Public Relations issued a statement from VOA Director Dan Austin (<http://author.voanews.com/english/About/2010-04-15-washtimes-response.cfm>) stating that “Allowing a wide range of voices and opinions underscores VOA’s commitment and adherence to a congressionally approved charter that requires programming to be

accurate, objective and comprehensive.” The *Times* singled out only two guests out of many who appear on VOA Persian News Network programs representing a variety of viewpoints as mandated by the VOA Charter.

- Following the formal statement to the *Washington Times* (above), VOA Public Relations posted the VOA Director's statement on the VOANews.com website in its entirety and sent abbreviated responses with a link to the full statement to WashingtonTimes.com, EnduringAmerica.com, and www.IranNewsDigest.com. We sent the full statement text and a link to the statement to John Brown, who posted a link to VOA's online statement on his blog (<http://publicdiplomacypressandblogreview.blogspot.com/>); Matt Armstrong (www.MountainRunner.us); Laura Rozen (warandpiece.com); and Len Baldyga.

Events

- VOA Public Relations sponsored a briefing by Matthew Bunn, Ph.D., a nuclear security and nonproliferation specialist at Harvard University in advance of the White House Summit on Nuclear Security. VOA reporters and outside media were invited to attend.

VOA Studio Tour

- Stephene Moore, wife of Congressman Dennis Moore, brought her class of students from the University of Kansas to VOA to take the tour and meet with Dan Austin; Jeff Trimble; Jay Henderson, East Asia and Pacific Division Director; and David Borgida, Acting Director, VOA Public Relations. April 8
- Five Moroccan journalists took the VOA Studio Tour and then met with representatives of the French-to-Africa Service. April 9
- The Deputy Prime Minister of Thailand and a delegation from the Thai Embassy came to VOA for interviews. Nittaya Maphunghong, Thai Service Chief, gave them a tour of the VOA Visitors Center. April 12
- Students from Ohio State University took the tour and talked with BBG Executive Director Jeff Trimble afterwards. April 15
- A class from the National Defense University took the VOA Studio Tour, followed by a briefing from John Lennon, Associate Director for Language Programming; John Stevenson, English Division Director; Steve Springer, Managing Editor, Central News Division; Spozhmai Maiwandi, South Asia Division Director; Nafees Takar, Deewa Radio Chief; Matthew Baise, Managing Internet Editor; Jennifer Janin, Urdu Service Chief; and Ismail Dahiyat, Near East and Central Asia Division Director. – April 20
- Winners of the Goldman Awards took the VOA Studio Tour. April 22
- Ukrainian students took VOA Studio Tour and then met with Steve Redisch, VOA Executive Editor, and Rebecca McMenemy, Director of New Media. April 28

Press Releases

- *Response to Washington Times Editorial "Voice of the mullahs"* – April 15
- *Radio Play Explores Life Under Khmer Rouge* – April 13
- *Ukrainian Official Tells VOA President Yanukovich had Little Choice About Russian Fleet Agreement* – April 23
- *Honduran President Says Obama Has Offered Help Investigating Killing of Journalists* – April 29
- *Nepal's Prime Minister Says He's Willing to Resign* – April 30
- *VOA Contributing Cartoonist Recognized* – April 30

- *An Open Letter to Ethiopian Listeners on World Press Freedom Day – May 3*
- *VOA Addresses Ethiopia on World Press Freedom Day – May 3*
- *VOA Launches Digital Frontiers Project – May 5*

VOA in the News

- **“Voice of the mullahs,”** April 14, 2010, <http://www.washingtontimes.com/news/2010/apr/14/voice-of-the-mullahs/>
- **VOA's Persian news aims for objectivity,** April 19, 2010, <http://www.washingtontimes.com/news/2010/apr/19/voas-persian-news-aims-for-objectivity/>
- **Response to Washington Times Editorial "Voice of the mullahs":** Media Newswire, April 15, 2010, http://media-newswire.com/release_1116552.html
- **Voice of the Mullahs? Not quite,** MountainRunner.us, April 15, 2010, <http://mountainrunner.us/2010/04/pnn.html>
- **Voice of the Regime?,** April 16, 2010, <http://blog.heritage.org/2010/04/16/voice-of-the-regime/>
- **VOA Director refutes press allegation** about VOA PNN, April 19, 2010, <http://blogs.rnw.nl/medianetwork/voa-director-refutes-press-allegations-about-voa-pnn>
- **Press Freedom In Venezuela,** April 15, 2010, <http://www.vheadline.com/readnews.asp?id=90602>
- **Health Workers in Haiti Fear More Diseases** (Linked to April 19, 2010 article on VOANews.com), <http://irsp.org/?p=1312>
- **Jamming in Ethiopia Virtually Silences Free Voice,** April 20, 2010, http://nazret.com/blog/index.php?title=jamming_in_ethiopia_virtually_silences_f&more=1&c=1&tb=1&pb=1
- **Ottawa helps pay for Kandahar media centre,** April 20, 2010, http://www.ctv.ca/servlet/ArticleNews/story/CTVNews/20100420/kandahar_media_100420/20100420
- **Washington gadfly brings complaint on behalf of news anchor,** April 23, 2010, <http://www.wnd.com/index.php?fa=PAGE.view&pageId=144345>



MEMORANDUM FOR: Broadcasting Board of Governors
FROM: IBB – Richard M. Lobo, Director
SUBJECT: IBB Summary Report for December 2010

IBB DECEMBER HIGHLIGHTS AND KEY ISSUES

BBG Mobile Websites Growing: Office of New Media has facilitated the launch of 57 BBG language mobile web sites. Traffic to these sites is increasing. VOA Hausa's mobile web traffic now accounts for almost half the service's total web traffic. For RFE/RL, Uzbek has the most traffic of the mobile sites. One point of concern is that VOA's Mandarin mobile site appears to continue to be blocked.

OFFICE OF IBB DIRECTOR

IBB Coordinating Committee: The Committee will be participating in the strategic regional reviews being conducted by the Strategy and Budget Committee.

New Media Advisory Committee: The IBB Director is working to establish a New Media Advisory Committee of key players in the new media world to give the agency advice and ideas on the use of new and social media technologies. Board members have been asked to provide suggestions for possible members.

OFFICE OF NEW MEDIA

Mobile App Development: Office of New Media completed first round testing of a mobile news app for the VOA Russian and Chinese services. Modifications and final testing are expected to be complete in January. These apps will enable users to easily upload video and photos to VOA.

OFFICE OF TECHNOLOGY, SERVICES, AND INNOVATION

Improving OCB Satellite Transmissions: TSI is working with OCB to reduce OCB's satellite transmission costs so that the funding might be redirected to improved Direct To Home (DTH) satellite distribution.

Pashtun Programming - New Medium Wave Transmitter in Eastern Afghanistan (Khost): The Khost transmitter has suffered various performance issues since October 2010 because of transmitter or generator problems. The transmitter is currently operating at full power for the 18 hour per day schedule. Representatives from the IBB Germany Transmitting Station are working on repairing the damaged generator and other site improvements. TSI has also engaged a contractor to undertake a complete inspection, cleaning, and testing of the transmission system in order to improve reliability.

Sale of BBG Property in Erching, Germany: Negotiations are continuing with the prospective buyers, who have until Jan 31, 2011, to finalize their deals.

FM and TV Transmission Projects: Much of the equipment is starting to be delivered for the planned seven additional BBG FM transmitter installations in Afghanistan, and the installation contractor has been given a notice to proceed. The first site could be operational as soon as March 2011.

OFFICE OF MARKETING AND EXTERNAL LIAISON

Mobile Operator in Haiti Signs 15-Thousand to VOA SMS Content: Digicel, Haiti's largest mobile telephone operator, signed an agreement in October offering VOA/Creole's content to its subscribers via SMS messaging. As of the end of December, Digicel reports 15-thousand subscribers to the service in its first two weeks of operation.

New Affiliates in Venezuela: TV Andina Merida and Radio 100.9 FM, both in Merida are planning to use VOA programming and Super Stereo 98.1 in Porlamar already is doing so.

New South Sudan Program on FM Affiliates: "Sudan in Focus" is now broadcast live in Sudan on Liberty FM in Juba and its sister station in Yei. In addition, the stations carry English to Africa Shows "Daybreak Africa," along with "Straight Talk Africa" and some portions of "Music Mix."

A billboard promoting VOA/Burmese was placed on a building in Mae Sot, Thailand, and is visible across the border in Burma.



OFFICE OF PERFORMANCE REVIEW

Focus Groups on Internet and Mobiles in Cuba, December 14-15, 2010: Discussions with almost 40 recently-arrived Cuban immigrants who used Internet and mobile phones in Cuba highlighted the limits most Cubans face in using new media to obtain news and information from abroad especially when it relates to content of any political sensitivity. However, they also revealed the potential for targeted content to reach larger audiences when shared “virally” among personal social networks.

The following program reviews were conducted:

Radio Deewa Service Review, October 28, 2010: A 2010 survey of the FATA region in Pakistan found that Radio Deewa’s Pashto broadcasts are attracting almost a quarter (22%) of the province’s adult population weekly, and VOA’s total “any language, any media” reach (including Urdu radio and TV) is 26% weekly. With the exception of Radio Pakistan, no local or national broadcaster reaches a larger audience than VOA across the region. BBC’s total reach is comparable to VOA’s but its’ audience relies more heavily on Urdu, with only 13% listening to BBC in Pashto. Three quarters of the BBC Pashto audience tunes to Radio Deewa as well. RFE/RL’s new Radio Mashaal broadcasts reach just under six percent, with most of these listeners also tuning to Deewa. The survey also found that the FATA region is different in its media consumption compared to the rest of Pakistan: adults in FATA still rely heavily on radio, whereas in the rest of Pakistan, TV is dominant. Despite the high quality reporting, there still continues to be an underlying concern that Deewa is driven by a US Government agenda.

Urdu Service Review, November 3, 2010: Overall, international broadcaster audiences have continued to decline in Pakistan despite success in FATA region, which was surveyed separately (see above). However, for the first time, VOA Urdu programs attracted more audience than did the BBC, primarily due to VOA’s TV presence. BBG’s 2010 national survey of Pakistan (excluding FATA), revealed a VOA total media audience of three percent – roughly half the audience found in 2009; BBC’s audience declined by a similar order of magnitude over the same period. Falling rates of radio usage (only eight percent of adults listen to radio daily) and the emergence of additional credible Urdu language news channels on cable TV probably account for much of the decline. VOA is seen by its listeners to deliver concise, reliable and insightful content within a short period of time – a contrast to domestic media that provide little analysis or broader world views. Although a strong majority of listeners found VOA trustworthy, qualitative research found listeners perceived a bias when VOA covered clear US interests, such as terrorism. The primary recommendation that arose from the Review is for VOA and IBB to develop a new broadcast distribution strategy for VOA Urdu, given what the Research indicates about the changing media market in Pakistan – decline in shortwave and medium wave listening, and how best to take advantage of expanding media, including television and mobile.

Special English Service Review, November 10, 2010: A compilation of survey results from more than 80 countries found VOA’s Special English service to have around 3.5 million weekly audience members. In terms of absolute audience measurement, more than half are located in East Asia, primarily due to listeners in China. Small weekly reach percentages in China (0.1%)

and Indonesia (0.2%) gain considerable total audience sizes. Still around a quarter of the global Special English audience is located in Africa, where weekly reach percentages are highest. About seven percent of adults in Mogadishu, Somalia tune in weekly, while just over two percent are listening in Zambia. Recommendations from the Review of Special English call for VOA to develop a more cohesive and comprehensive strategy for presentation of content branded as VOA Learning English, particularly on the Internet.

Korean Service Review, November 16, 2010: A non-representative study of North Korean refugees in China showcased the importance of international broadcasting in North Korea. One in seven refugees stated they had listened to VOA weekly while in North Korea, slightly less than those who listened to RFA. VOA listeners said they prefer to hear information related to the Korean peninsula rather than general international news. Additionally, significant misunderstandings of the U.S. were uncovered, as was a gap in understanding between North Korean elites and the average North Korean, which may require VOA to tailor its programming accordingly. A special audibility study was also conducted and demonstrated the ability to hear VOA and RFA broadcasts via SW and MW in North Korea, although some frequencies were unclear and there was some evidence of jamming. While word of mouth and traditional media such as radio and TV are still the most important sources of outside news and information, DVDs with South Korean content are widely viewed, and media devices such as MP3 players and USB drives are beginning to gain popularity and allow for easier content sharing among elites. Three-quarters of the refugees surveyed had access to a TV, but no one had satellite TV or Internet access. VOA was recommended to utilize the above research findings in working together with IBB Support Offices to identify further distribution options, and in modifying content for North Korean listeners.

English Service Review, November 23, 2010: VOA's English Division reaches almost 15 million adults weekly worldwide. Surveys from more than 80 countries estimate three quarters of the audience is in Africa, where there are large Anglophone populations, while most of the rest (fifteen percent) is in East Asia. Seven of the top ten English audiences are in Africa. In terms of percentage reach, African countries again take the lead. While there are significant audiences for English language media in some countries outside of Africa, qualitative research suggests radio has become less important as a news source and international radio is simply not part of the daily lives of many consumers. In most countries, shortwave broadcasts in English are unlikely to yield large audiences as publics turn primarily to FM on radio and TV. Overall, TV and Internet provide the most promising platforms for English distribution, but there is heavy competition for the English-speaking audience in both media, and success will require unique and compelling content, as well as adroit marketing. Consequently, Program Review recommendations focused on strategies for distribution to affiliates in target regions, and for new media production and activities to increase audience engagement.

OFFICE OF HUMAN RESOURCES

Federal Pay Freeze: On December 22, 2010, President Obama signed legislation to prohibit pay adjustments for most Federal civilian employees. Covered employees include those under the General Schedule, Executive Schedule, Senior Executive Schedule, Senior Foreign Service, and other Executive Branch pay systems and schedules. The pay freeze prohibits statutory pay adjustments for Federal civilian employees that would otherwise take effect in 2011 and 2012, but does not prohibit promotion increases, within-grade (step) increases, or other individually-based pay increases. The freeze takes effect on January 1, 2011, and is scheduled to end on December 31, 2012.

OFFICE OF POLICY

Editorials for December: Policy Office sent 64 editorials to State for clearance in December. As of this morning, 53 have been cleared, 7 were not cleared, and 4 are overdue for response. Considering the holiday season, it was a good month.

MEMORANDUM FOR: Broadcasting Board of Governors
FROM: IBB – Richard M. Lobo, Director
SUBJECT: IBB Summary Report for November 2010

IBB NOVEMBER HIGHLIGHTS AND KEY ISSUES

Record Online Growth Continues: Office of New Media statistics show VOA websites reporting another consecutive month of record traffic. For November, there were 12.5 million visits to the web site. This was an increase of more than 50 percent from one year ago when VOA recorded 8 million visits per month. ONM has initiated several enhancements to the content management system and has been working to improve search results on the site during this time period.

Ombudsman Named: Noreen Kinnavy was named as the Ombudsman for IBB, VOA, and OCB. Establishment of an Ombudsman is a six month pilot program developed jointly by Agency management and the unions to address workforce concerns in an informal, timely, and effective manner.

Anti-Censorship Funding: Ken Berman, Dick Lobo, Jeff Trimble and other officials are talking with Congressional staff and State about expanding BBG's anti-censorship program. Further funding from State is a possibility. Two proposals are involved, one for \$3M and one for \$5M.

Agreement with GEO-TV Reached for Fifth Year of "Beyond the Headlines": GEO News, an Urdu-language all-news channel in Pakistan, began a fifth season of "Beyond The Headlines" on December 1st. Agreement was reached in discussions between IBB and GEO in November.

OFFICE OF NEW MEDIA

Social Media/RFA: Office of New Media held a social media forum for Radio Free Asia. The forum provided a look at news ways for distributing content and engaging audiences.

Mobile Growth: Mobile sites launched by various BBG entities are gaining traction. Services are beginning to promote the sites, and work has already begun on requirements for version 2 of the mobile platforms.

PNN Mobile Live Stream: ONM enabled PNN to begin streaming television programming live on the iPhone.

OFFICE OF TECHNOLOGY, SERVICES, AND INNOVATION

Jamming of BBG Broadcasts to Iran: The Government of Iran (GOI) continues jamming satellite signals. BBG counters by adding satellite transmissions and changing channels. There have been no significant changes in the pattern of jamming by Iran in the past month.

Pashtun Programming - New Medium Wave Transmitter in Eastern Afghanistan (Khost): The Khost transmitter has suffered various performance issues since October because of transmitter or generator problems and has gone off the air intermittently due to power failures and other causes. The transmitter is currently back on air but operating at reduced power. TSI is working on additional maintenance support for this remote and hazardous location, and seeking contractor assistance.

Sale of BBG Property in Erching, Germany: TSI is coordinating the sale of property in Erching, Germany, that was formerly used for a transmitting station. The Agency is considering selling portions of the property to several bidders in order to get a higher overall price for the land. Negotiations with prospective buyers are continuing.

FM and TV Transmission Projects: Equipment is starting to be delivered for five of the seven planned new FM transmitter installations in Afghanistan, and the installation contractor has been given a notice to proceed.

IBB Information Technology (IT): TSI finished the transition of key VOA production elements to the new DaletPlus Video Production System on November 30. VOA Central News now uses DaletPlus for story creation, and all VOA language services now use Dalet based applications for internal newsgathering.

Cybersecurity Report: This month has highlighted a number of vulnerabilities that are inherent in our current Wide Area Network (WAN) architecture. Our newly implemented network defenses have blocked some but not all of the penetration attempts from outside organizations. As TSI continues to remediate, it is also working on the design of a new IT network that would have safeguards built-in to its architecture to eliminate many of the issues being experienced.

OFFICE OF CONTRACTS

Following almost five years of highly dedicated and outstanding service to the International Broadcasting Bureau and the Broadcasting Board of Governors and its entities, Vivian Gallups has accepted another position with the Federal Government. Her last day with BBG was Friday, December 3, 2010. Gary Hosford will serve as Acting Director while the agency recruits for a new Director of the Office of Contracts.

OFFICE OF MARKETING AND EXTERNAL LIAISON

Possibilities for VOA Placement on Asian DTH Platform: EchoStar, a U.S.-based company that provides Direct-to-Home (DTH) programming, has borrowed a decoder to evaluate IBB's

available Radio and Television programming. EchoStar provides 43 HD TV channels and 61 Radio channels, and uses AsiaSat4 for distribution to the market. Caveat: EchoStar is very sensitive about jeopardizing existing relationships with China's official State Administration for Radio, Film, and Television (SARFT).

West Africa SMS Subscriptions Continue to Thrive: VOA English-to-Africa continues to do well with SMS placements with two West Africa mobile companies. Glo/Nigeria reports more than 300,000 subscribers to VOA's English headline content. Tigo/Ghana reports a total of 86,000 subscribers. Both companies offer headlines for both Africa and International news.

VOA/English Possibilities in Korea: The Christian Broadcasting System (CBS), a potential affiliate in Korea for VOA Korean and English programming, responded to IBB that it wants original VOA video content and proposes a "strategic alliance" that includes a content exchange with raw materials such as interviews, videos, and texts to the other party, exchanged on a demand basis and that VOA and their staff provide journalists for reports, and production staff, studios and technology to the other party on an on-demand basis. Another request from Arirang TV, "Korea's first international satellite broadcasting channel," requests VOA/English TV assistance for a New Year's special project.

OFFICE OF PERFORMANCE REVIEW

The following program reviews were conducted:

IBB Engineering Review, September 20, 2010: In the first ever review of IBB Engineering Office, now called Technology, Services, and Innovation (TSI), the Office of Performance Review (OPR) conducted interviews with relevant individuals at each of the BBG entities for input on the support they receive from Engineering. Engineering was praised by all for their efforts on providing critical distribution of entity broadcast product across radio, television and Internet. Some challenges were identified in the areas of communications, innovation, business controls and strategic planning. OPR recommendations for TSI include: clarification and standardization of information-sharing procedures among TSI and the entities; possible expansion of technological innovation in the IT area in particular; and strengthening of business processes and controls. Strategic guidance from IBB and the BBG regarding future distribution efforts and planning across the entities is also recommended.

Zimbabwe Review, September 23, 2010: VOA is one of the most important, trusted news sources in Zimbabwe. VOA reaches fifteen percent of the adult population and over ten percent named VOA their top source of news. Although radio is still dominant in Zimbabwe, government FM stations have the highest reach. Shortwave is still prominent, but satellite dish ownership is unusually high, allowing free-to-air programming from the region to reach over a quarter of Zimbabweans. The main concern of VOA listeners is reception. OPR analysts encouraged the service to explore with TSI/OMPP the feasibility of an audio channel on a regional satellite, which the above research shows is popular in Zimbabwe.

Albanian Review, September 30, 2010: Increasing reach on television in a competitive market compensated for lower radio reach, and it has held weekly total media reach steady at a record

level of forty-six percent of adults weekly in Albania and up to a new record sixty-six percent in Kosovo. VOA Albanian each week also reaches 43 percent of ethnic Albanians weekly (on any medium) in Macedonia. In each market, TV is used almost universally for news and information, while radio lags far behind. VOA's *Ditari* is the most popular program, but news reports on strong affiliates are bolstering the audience. Unlike local channels that politicize news, *Ditari* is praised for its unbiased and credible reports. The Internet offers another avenue to engage the audience, as a quarter of the VOA audience in Kosovo is already consuming audio and video content online. Internet access in Albania has doubled over the past year and now under half of the adult population uses the Internet weekly, and one fifth use social networking sites. In Kosovo, more people use the Internet for news than the radio. In light of these findings, OPR analysts advised the service to examine their resource allocation over all media platforms in order to maximize their impact and improve synergy across all media platforms.

Portuguese to Africa Review, October 7, 2010: According to a 2009 urban survey in Luanda, Angola, adults have considerable access to media capable hardware, but fewer people are tuning to TV and radio in general, and for news and information than in 2006. Part of this changing consumption may be due in part to the tight government control of the media market, but weekly use of the Internet for news has increased to 20 percent, suggesting the Internet may be an alternative source. State run TV and radio channels continue to command a sizable audience, but new private stations are quickly attracting audiences. Many Luanda residents are also tuning to international-Portuguese broadcasters via satellite. In terms of radio, VOA and BBC are the two leading international radio broadcasters in Luanda. VOA Portuguese programs are listened to by six percent of Luanda adults weekly, compared to BBC's seven percent. VOA's overall reach, which includes English programming, is 11 percent. VOA's reputation as a trusted news source is strong. A major disadvantage to VOA is the nominal use of SW overall, patchy reception of MW, and the irregular placement of VOA on local stations' rebroadcasts, which are officially barred from partnering with international broadcasters. As the media environment continues to open, new opportunities for placement may exist, but currently VOA should continue to capitalize on the growing Internet access. Over ten percent of weekly Internet users called the VOA website one of their top websites for news.

Azerbaijani Review, October 21, 2010: The VOA Azeri service has recovered their audience slightly since 2009, but is far behind the levels reached before local rebroadcasting was stopped by government order. The 2010 national survey estimated weekly reaches of 1.9% for RFE/RL and 1.2% for VOA, relatively similar given disparate output (RFE's 72 weekly satellite hours vs. VOA's seven). Radio is a declining medium in Azerbaijan, as TV is universally owned and used heavily. Satellite ownership has continued to increase to 43% of households, offering viewers more channels, including a variety of international news. Despite relatively low usage of TV satellites to get radio programming (two percent of adults do so weekly), VOA listeners (like RFE's) have already tapped into radio via TV satellite, as most reported accessing VOA from TurkSat. Internet use has risen to 14%, although slow connection speeds limit multi-media delivery. Mobiles phones are widespread, but multi-media and news and information use is limited. In light of the decision by VOA to develop the VOA Azeri website as its main distribution platform, OPR recommends the service work closely with Research, New Media and OMPP to identify its niche with the site, options for placement and promotion of the site and

other social media, and to form a working group that meets regularly to move the service's web and new media efforts forward.

OFFICE OF HUMAN RESOURCES

Pay Freeze: The Administration has proposed a freeze on the pay of most Federal employees starting in January, 2011. The freeze would apply to general pay increases but not periodic within grade increases, promotions, or awards.

Transit Subsidy: The maximum transit subsidy benefit for federal employees will decrease from the current maximum rate of \$230.00 per month to a monthly maximum of \$120.00 starting January 1, 2011 unless extended by Congress, and employees will no longer be able to use their transit benefit to pay for parking.

OFFICE OF CIVIL RIGHTS

EEO Activities: Currently, OCR has seven cases under investigation, and one case is pending a Final Agency Decision. In addition, 11 cases are at the EEOC Hearing stage, and three cases are on appeal to the EEOC.

OFFICE OF POLICY

Interview with Special Coordinator for Haiti Tom Adams: Policy Office editorial writers and producers Winston Wood and Joan DeLuca met with Tom Adams, the State Department's Special Coordinator for Haiti to get an update on USG's efforts to help the Haitian government combat the recent devastating cholera epidemic there. The Special Coordinator accepted an invitation to come to Policy's office soon to meet with the staff and the staff of VOA's Creole service to learn more about what VOA does in Haiti and discuss ongoing issues there.

MEMORANDUM FOR: Broadcasting Board of Governors
FROM: IBB – Richard M. Lobo, Director
SUBJECT: IBB Summary Report for October 2010

IBB OCTOBER HIGHLIGHTS AND KEY ISSUES

Mobile Expansion: Office of New Media launched development of a new MBN mobile platform and began work on 10 additional VOA language service sites. The new mobile enhancements give entities the ability to provide mobile content optimized for virtually all devices and platforms.

VOA Direct Goes Live: Office of New Media wrapped up development of the beta version of VOA Direct, a new website that will enable VOA affiliates and partners to download and use web and/or broadcast quality audio and video. VOA Direct was debuted at an Indonesian affiliates' conference.

Social Media On The Rise: Office of New Media, continuing its mandate of leading change, held a forum for VOA on innovating ways journalists and news organizations are using social media to engage audiences. This is being followed up by small group sessions to look at best practices, and with strategy sessions involving ONM and VOA managers to set future goals. ONM will also hold similar discussions with other BBG entities.

New IBB Office of Technology, Services, and Innovation: On October 24, the reorganization of the IBB Office of Engineering into the new Office of Technology, Services, and Innovation took effect. House wide briefings in the Cohen Building Auditorium on October 21 informed all interested agency employees about the name and structural changes of the new organization. The new Technology Office will strive to be even more responsive to the overall needs of the agency in all aspects of classical engineering and transmission as well as information technology.

OFFICE OF IBB DIRECTOR

IBB Coordinating Committee: The Terms of Reference governing the Committee have been drafted and shared with the entities along with a draft agenda for the Committee's first meeting in early December. A preliminary conference will be held with the entities shortly to discuss preparations for the meeting.

Delegation of Authority to the IBB Director: Dick Lobo has been working with Paul Kollmer on a draft delegation of authority form the Board to the IBB Director.

New OCB Director: Dick Lobo, Chairman Isaacson, and Jeff Trimble visited OCB to welcome Carlos Garcia-Perez as the new OCB Director and facilitate the transition.

Facebook and Google: Dick Lobo will be meeting with executives from Facebook and Google to explore ideas for enhancing BBG's efforts in these areas.

Office of Inspector General: During October, the agency responded to the OIG's requests for updates on actions being taken to comply with OIG inspection-related recommendations on the Persian News Network, the Kuwait transmission station, BBG operations in Kabul, and OIG's audit of agency measures to maintain the security of its computer systems. The OIG advised the BBG that it was satisfied with actions taken to implement recommendations resulting from its Inspection of the Voice of America's Central News Division and had closed that report.

OFFICE OF TECHNOLOGY, SERVICES, AND INNOVATION

Jamming of BBG Broadcasts to Iran: The Government of Iran (GOI) continues jamming satellite signals. BBG counters by adding satellite transmissions and changing channels. There have been no significant changes in the pattern of jamming by Iran in the past month.

Pashtun Programming - Medium Wave Transmitter in Eastern Afghanistan (Khost): The Khost transmitter has been operating at reduced power since October because of transmitter or generator problems that are still being diagnosed and evaluated. The transmitter has gone off the air intermittently due to power failures and other causes. These problems are being addressed by a power upgrade project, as well as considering more maintenance support, additional training for the local staff, added on-call staff nearby in Afghanistan, and more spare parts. In the meantime, VOA is exploring transmitter options.

Radio Farda - New Medium Wave Transmitter in Kuwait: The transmitter installation has been completed. However, despite diplomatic efforts, we do not yet have authority from Kuwait to operate this system. In view of these problems, Engineering is evaluating a combination of options, including leases, system modifications, and a new transmitter site in Afghanistan for providing an additional medium wave signal into Iran, while simultaneously optimizing the use of our existing broadcasting assets in the region.

Sale of BBG Property in Erching, Germany: Engineering is coordinating the sale of property in Erching, Germany, that was formerly used for a transmitting station and is no longer needed. The agency is considering selling portions of the property to several bidders in order to get a higher overall price for the land. Meetings will be held with three promising bidders this month.

FM and TV Transmission Projects: BBG awarded an installation contract for five of the seven planned new FM transmitter installations in Afghanistan. There was a kick-off meeting with the contractor in late October. The first new sites should be operational early in 2011.

IBB Information Technology (IT):

- In an ongoing effort to streamline network computing platforms, three SQL/Oracle database servers were consolidated to a single server.
- Deployment of the latest Windows 7 operating system continued throughout VOA and IBB Headquarters.

- Additional storage was added to the Omneon Media Grid to provide VOA with additional audio and video archiving capabilities. The Dalet audio archives was rebuilt and migrated the storage to a more modern and reliable system.
- 15 new video editing MAC desktops were installed and 22 new MAC laptops were configured for VOA.

Cybersecurity Report: On the weekend of October 16, the IT department implemented the coordinated cleaning of the IBB network to remediate a fairly widespread malware infection. Close to 200 workstations and over a dozen servers were taken offline and re-imaged. In conjunction with this cleaning, several new network preventative defenses were implemented to prevent re-infection. At present, it appears, from the network monitoring, that the remediation was successful.

OFFICE OF MARKETING AND EXTERNAL LIAISON

Karachi FM Signs VOA Affiliation Agreement: JOSH-FM in Karachi has signed an agreement to rebroadcast VOA/Urdu programming, planning to air the “Newshour” program and “Roundtable” daily.

New FM Network in Tanzania: Clouds FM in Dar es Salaam and five other Tanzanian cities have signed an agreement to rebroadcast VOA Swahili morning headline newscasts, beginning this month.

OMPP at the Asia-Pacific Broadcasting Union (ABU) Conference in Tokyo: Neal Lavon, OMPP’s Bangkok representative reported several good leads, including possible placement of VOA/English in Nepal, Sri Lanka, The Maldives, Fiji and Bhutan. He also met with the Director of Bangla Betar (BB), the state broadcaster in Bangladesh. VOA’s Bangla service has put forth a proposal through Neal – for placement on BBG’s network of FM stations

OFFICE OF PERFORMANCE REVIEW

The following program reviews were conducted:

Operations Review, August 12, 2010: In its second review of VOA Operations, OPR identified organizational inefficiencies that inhibit the most effective use of Operations resources to support VOA services. Significant variation in production and control room standards throughout the house was also found to exist, leading to confusion. Performance Review made recommendations to address these concerns.

Indonesian Review, August 24, 2010: VOA reaches one in six Indonesians weekly. The audience is almost exclusively comprised of TV viewers, most of whom recall watching short VOA programs via affiliates. This is a significant increase compared to 2009, when only one in ten said they watched VOA. Television is the most used source of news and information in Indonesia, but radio has continued to decline as a source of news. In 2006, half of the population used radio for news, but only one third did in 2010. Relatedly, VOA’s radio reach has languished around 1% weekly. Internet and mobiles, however, may provide

alternative avenues for distribution as one in ten reported using the internet weekly for news, and SMS and mobile internet are expanding. Exploiting partnerships with local “consolidator” websites as well as social networking sites may be useful for distribution. Again this year, the Indonesian Service is one of the model VOA broadcast services, particularly in television.

Spanish Review, September 2, 2010: To inform planning and outreach for broadcasting in Latin America, the Office of Research commissioned TV news media market monitoring studies in four target countries: Bolivia, Colombia, Ecuador, and Peru. Objectivity, context and concise analysis are often lacking in domestic news, and relevant international coverage was superficial. Local newscasts rely heavily on international and regional broadcasters that are not customized for needs of particular markets. There are opportunities for VOA throughout the region, in particular, for offering well-produced reports, interactives and feature segments for partners' newscasts, as well as analysis/discussion programming and shows or features targeting young adults. In line with these research findings and the goals outlined by the Spanish Service, the primary focus for the service in the coming months is to work closely with OMPP and the newly arrived regional marketing officer for the region on attracting high-value, high-reach affiliate stations to carry VOA Spanish programming; and with Research to understand the potential affiliate and audience interests as well as the markets themselves, some of which has already been done. Development of more high quality and highly relevant original content should also be a focus for the service this coming year.

Bosnian Review, September 9, 2010: VOA's combined TV and radio weekly reach in Bosnia-Herzegovina is unchanged in Bosnia since 2009, reaching almost 14% of adults in Bosnian, Croatian or Serbian and slightly less than 10% in Bosnian alone. Glas Amerike Bosnian TV products reach almost 8% of adults. Rebroadcast of TV products on radio stations reaches 2.5%. Weekly Internet use is up to 29% and almost two-thirds of home users (17% of adults) have broadband. International broadcasters have small reaches: BBC and DW's had no measured weekly audience, VOA's vernacular websites reach 0.1% of adults and RFE's 0.3%. Focus group participants who explored the Bosnian website thought the news was not regularly updated and wanted additional information beyond the content shown in TV products. Mobiles are common, but very few used their mobile to get news. OPR recommends the Bosnian Service focus on increasing the relevance of reports to the target area, particularly in the US policy toward the Balkans, and adding brief stand-ups from stringers for more regional flavor, in the hopes of moving to an earlier timeslot with local affiliates in the region.

OFFICE OF HUMAN RESOURCES

New Onboarding Process: The Office of Human Resources has initiated a comprehensive Onboarding Program for new hires to welcome new employees and provide them with an appreciation for the agency's mission.

Leadership Training: IBB, along with VOA, launched an intensive training program to strengthen the leadership and communications skills of all managers and supervisors.

New Hiring Initiative Training: The OHR Operations Division is conducting training on the new hiring initiatives mandated by President Obama that went into effect on November 1.

Ground Rules for Contract Negotiations: The OHR Labor and Employee Relations Division worked with the Federal Service Impasses Panel (FSIP) to establish ground rules for upcoming contract negotiations with the American Federation of Government Employees, Local 1812.

OFFICE OF CIVIL RIGHTS

EEO Activities and Training: The Office of Civil Rights submitted the Agency's "Annual Federal Equal Employment Opportunity Statistical Report of Discrimination Complaints" on October 27, 2010. During the fiscal year of October 1, 2009 to September 30, 2010 we had 61 informal counseling contacts. However, we only had 21 formal complaints filed during the year which was the same number filed the previous fiscal year. The common bases alleged in the complaints were (Reprisal, Race, Sex and National Origin) and the frequent claims were Harassment-Non-Sexual, Promotion/Non-selection, Assignment of Duties, and Disciplinary Action. The Agency had 25 closures during the last fiscal year and 20 formal complaints pending as of October 1, 2010.

On Thursday, October 28th, OCR provided two sessions on Awareness of Sexual Harassment.

BBG OCR also provides on-line training to employees on the "Notification and Federal Employee Antidiscrimination and Retaliation Act of 2002," which is now known as the No Fear Act. This training course is designed to train and notify employees on their rights and protections under the antidiscrimination and whistleblower laws.

The Mentoring Program: On October 19th, BBG's 2010-2011, Mentoring Program kicked off with orientation and the establishment of 21 partnerships with formal commitments.

Special Emphasis Programs: On October 21st and 27th, BBG and its South West Interagency Committee partners sponsored a Disability Fair and the Disability Employment Awareness Month Program. On November 3rd, BBG/OCR participated in the 4th Annual Diversity Briefing sponsored by the Federal Interagency Diversity Partnership's (FIDP). The FIDP is made up of professionals from more than 30 Federal Agencies and promotes increased awareness and shared commitment to inclusiveness and diversity.

On November 4th, BBG co-sponsored the South West Interagency Committee's American Indian and Alaska Native Month Program.

OFFICE OF POLICY

Interview with Shere Abbott: On October 26th, the Office of Policy editorial writer Joan DeLuca interviewed Shere Abbott, Associate Director for Environment in the Office of Science and Technology Policy at the White House.



MEMORANDUM FOR: Broadcasting Board of Governors
FROM: IBB – Richard M. Lobo, Director
SUBJECT: IBB Summary Report for September 2010

IBB SEPTEMBER HIGHLIGHTS AND KEY ISSUES

IBB Director Lobo Appointed: President Barack Obama appointed Richard M. Lobo as director of the International Broadcasting Bureau (IBB), following Mr. Lobo's confirmation by the U.S. Senate. Mr. Lobo attended the Board meeting and was sworn in by Executive Director Jeffrey Trimble on September 17th. A formal swearing in ceremony will be held on October 18th.

Pakistan Broadcasting Corporation Agreement Renewed: OMPP/Prague successfully negotiated an option year for VOA/Urdu language broadcasts (morning and evening) on PBC's FM network, which now includes a station at Karachi.

New IBB Office of Technology, Services, and Innovation: In October, IBB will begin final steps to implement the new Office of Technology, Services, and Innovation – a reorganization of the current Office of Engineering and Technology Services approved in the agency's recent program plan to Congress. The objective of this reorganization is to be responsive to the overall needs of the agency in all aspects of classical engineering and transmission, as well as information technology. In a recent internal realignment, the Engineering Information Technology (IT) Directorate was reshaped to respond more effectively to the evolving enterprise IT needs of the IBB. The Chief Information Officer (CIO) function of the Office's Director will also be strengthened.

Tibetan Program Review, July 15, 2010: After the 2008 unrest in the region, the media market has become increasingly challenging and reliance on VOA for news about Tibet has risen. A 2009 survey of travelers and refugees to Nepal uncovered intensified barriers to media, including jamming and official intimidation. Surveyed respondents reported going to extraordinary lengths to gain access to VOA programming. Radio reach in general is limited while TV viewing is nearly universal, and almost half owned a satellite dish with access to a competitive TV market. With no internet access, satellite will continue to be the significant means of access. Recommendations include requests for assistance from IBB Engineering on ways to evade PRC jamming and from IBB Office of Marketing and Program Placement for pursuit of affiliates in the surrounding areas of India, Nepal and Bhutan.

Medal Awards: The Agency's Medal Awards ceremony was conducted in a packed auditorium on September 28. Ninety-six employees and Locally Employed Staff at stations and bureaus overseas received a framed certificate and a cash award of \$2,500. A reception followed the ceremony.

NEW MEDIA

Beta Testing of Two New Distribution Tools: Office of New Media completed set up and began testing the Platform, which will soon be made available to VOA language services to facilitate a single point of upload for media files and multi-platform distribution. ONM is simultaneously beta testing *VOA Direct* – a newly created online storefront for partners and affiliates.

ONM Attends IBC in Amsterdam: Office of New Media's lead web developer (Mojdeh Ghafoori) and customer service lead (Marlene Wright) attended the International Broadcasting Conference in Amsterdam in September. The conference devoted attention to the explosive growth of social networking and new ideas for engaging audiences while stressing that, ultimately, content is still the main audience driver.

OFFICE OF ENGINEERING

Radio Farda - New Medium Wave Transmitter in Kuwait: The transmitter installation has been completed. However, despite diplomatic efforts, we do not yet have authority from Kuwait to operate this system. In view of these problems, Engineering is evaluating a combination of lease and system modification options for providing an additional medium wave signal in to Iran, while simultaneously optimizing the use of our existing broadcasting assets in the region.

Cybersecurity Report: During the previous reporting period, there were several incidents of malware infections on a few workstations and servers, with suspicious activities traced to some external entities. A contract was awarded to a recognized security consultant, and monitoring equipment was installed to determine both the source and extent of the infection. A remediation plan has been prepared, and several proactive steps have been implemented including more focused monitoring of suspicious web sites and blocking of sources of malware. A plan to replace workstations and rebuild file servers is also in place. No ongoing broadcast or administrative functions were disrupted.

Jamming of BBG Broadcasts to Iran: The Government of Iran (GOI) continues jamming satellite signals. BBG continues to counter this jamming by adding satellite transmissions and changing channels. The last confirmed satellite jamming incident was on June 9; however, downlink jamming of satellite transmissions locally in Iran remains alive and well.

VOA PNN is currently on six different frequencies targeting Iran on five different satellites. Radio Farda, which does not seem to be a target of satellite jamming, is on six different frequencies on six satellites. Some of the satellites are the same ones that carry VOA PNN; some are different.

Pashtun Programming - New Medium Wave Transmitter in Eastern Afghanistan (Khost): RFE/RL added another three hours of the Radio Mashaal broadcasts to this transmitter on September 15 increasing the total broadcast schedule on the Khost medium wave transmitter to 18 hours daily. In mid to late September, a transmitter or system fault developed that is reducing this transmitter's output power. Efforts are continuing to isolate and repair the problem, and

replacement parts are being shipped to the site. Work also continues on site to improve the overall electrical generating system to ensure more reliable power.

Sale of BBG Property in Erching, Germany: Engineering is coordinating the sale of property in Erching, Germany, that was formerly used for a transmitting station and is no longer needed. Proposals from interested bidders have been reviewed, and we are seeking clarifications and developing a short list of the most attractive bids. BBG is to receive proceeds from the sale.

VOA TV and Radio Studio Renovation and Information Technology Projects:

- Asbestos abatement and demolition work for the new VOA TV studio in the Cohen Building basement is scheduled to be completed by October 15. The contractor began marking floor space for the new walls and some of them will start to go up while demolition work is being completed.
- 35% of VOA services have received full deployment of DaletPlus (asset management system). All VOA should get the new system by the end of the calendar year.

OFFICE OF MARKETING AND EXTERNAL LIAISON

VOA at "Russian Internet Week": OMPP-Prague is in the process of planning the display for October's "Russian Internet Week" show – in Moscow, October 21-23. The booth will promote VOA's web presence.

VOA Burmese - New Affiliates: Two FM stations managed by the Migrant Assistance Project (MAP) were signed to VOA/Burmese affiliations; in Chaing Mai, and another in Mae Sot.

New RFA Affiliates in Cambodia: Agreements have been signed with the Khlang Moeung Multimedia Company, Ltd., for RFA morning and evening broadcasts on FM 90 MHz Phnom Penh and three sub-stations in the provinces of Battam Bang and Kampong Thom.

OFFICE OF PERFORMANCE REVIEW

The following program reviews were conducted in addition to Tibetan:

Vietnamese Review, July 22, 2010: A 2010 survey of rural and urban regions in Vietnam found VOA's weekly reach to be modest, although slightly higher in the cities. A major impediment to VOA is access. TV is universally owned and used regularly for news, but less than a quarter of households own a satellite dish- most being in rural areas, whereas cable is considerably higher in the urban areas. Just over a quarter of the population owns a radio and a third uses the radio weekly for news, but SW use is negligible. The Internet via PCs and mobiles may present an opportunity for VOA as one in five adults report using the Internet weekly. Therefore, development of a goEnglish.me website is a promising prospect, given the popularity of English learning programming. The service and IBB supporting offices also have been requested to explore the affiliate and DTH market for a possible VOA Vietnamese video product.

Lao Review, August 2, 2010: Qualitative research conducted in 2010 indicated that listeners find VOA programming refreshing in light of government propaganda. Audiences, however, are low for all international broadcasters (1.7 percent weekly for VOA), and both VOA and RFA have experienced modest declines in recent years. TV is the main source of news in urban Laos, and half of the urban population claim to have a satellite dish in their household, while only 40 percent of households have a radio and few listen to shortwave. Most of VOA's current audience listens via Thai-based FM stations whose broadcasts carry across the border. Internet has not yet made a considerable mark in Laos. In support of VOA Lao, IBB OMPP and IBB Research were recommended to explore the widely-viewed terrestrial and satellite television market for identification of popular satellites/stations and possible placement of Lao materials.

Armenian Review, August 5, 2010: VOA is a highly trusted, reliable news source in Armenia, where over one-third of the adult population watches Amerikai Dzain TV weekly. The reach is slightly lower than last year, but this may be partly attributed to stiff competition with a primetime TV slot and the shifting of times by their local affiliate. VOA is able to maintain a strong presence as a niche source of news about the U.S. and Diaspora.

OFFICE OF IBB DIRECTOR

Human Capital and Succession Plan: The Human Capital Task Force, a group of managers from throughout the agency, completed its semiannual review and update of the Agency's Human Capital and Succession Plan. The Plan includes the Agency's strategies for shaping, recruiting, training, retaining and leading the agile, skilled, diverse, motivated, and well led workforce need to achieve the Agency's mission. The Plan also incorporates strategies for addressing morale concerns. A number of modifications were made to respond to employee feedback on the Plan and the results of the 2010 Federal Employee Viewpoint Survey, as well as to reflect progress made this year on implementation of the Plan. Copies of the updated plan have been sent to the Office of Management and Budget and to the Office of Personnel Management.

In related projects, the Office of Human Resources is collaborating with VOA in developing leadership and communication training for managers as part of our strategy for dealing with employee concerns. IBB is working, in concert with VOA, other Agency elements, and the unions, to identify and take steps to improve performance management within the Agency. And, the Agency, in concert with the unions, is interviewing applicants to serve as an ombudsman during a six month pilot program designed to assess the effectiveness of reestablishing an Agency ombudsman position to informally resolve employee complaints and disputes.

Customer Survey: The IBB Director's Office has completed the second annual "BBG/IBB Customer Survey," which gave all managers and employees the opportunity to provide feedback on the services they receive from the various BBG and IBB elements. In conjunction with this effort, all Office and Division Directors were interviewed to gather additional feedback on support services. The results have been sent to the offices involved for their review. IBB offices have been asked to update the action plans they wrote in response to last year's survey to incorporate plans for addressing this new feedback.

Labor Relations: Senior VOA and IBB officials continue to conduct monthly meetings with the unions, in accordance with the Administration's mandate, to develop strategies to strengthen cooperation and resolve issues, to engage the unions in pre-decisional matters, to promote the use of alternate dispute resolution, and to address mutually agreed upon issues raised by the results of the employee survey and other assessments of employee concerns.

Office of Inspector General (OIG) and Government Accountability Office (GAO) Reviews:

During September the agency responded to OIG's requests for updates on actions being taken to comply with OIG inspection-related recommendations on the Review of Information Security Program and BBG for 2009 and its Inspection of the Voice of America's Central News Division. It also responded to follow up questions from GAO on its report on OCB contracting weaknesses.

Reports are due to the OIG this month on the latest actions taken to respond to remaining OIG inspection-related recommendations on the Persian News Network, the Kuwait transmission station, FISMA 2006, and operations in Kabul.

OFFICE OF CONTRACTS

During September 2010, the Office of Contracts prepared for FY 2011's tight budget by awarding a variety of contracts to fund Agency priorities, including:

- Completed \$3,561,000 contract with CGI Federal, Inc for a more economical and cost-efficient services for the Agency's procurement and financial system (Momentum).
- Added \$110,000 to a contract to fund development of the Go English website for Vietnamese.
- Added \$250,000 to contract with Mobile Tech to provide additional language and regional mobile sites, helping to offset limitations in FY2011 funding.
- Negotiated four year contract agreement negotiated with a Colombian company (CAM International USA Inc.) to rebroadcast BBG's program called El Mundo al Dia (Monday-Friday). CAM International is able to reach virtually all of Latin America.
- Completed award to Crystal Computer Corporation for a Global Monitor and Control System, which will monitor, and control the operating conditions of the BBG global satellite distribution network. It will assist in early detection of deterioration in performance on any link or subsystem, and provide automatic activation of local station and global back-up systems. The design and implementation of this system is scheduled to take place over a five (5) year period at a cost of \$2,123,000.

OFFICE OF CIVIL RIGHTS

EEO and Training/Activities: The Office of Civil Rights (OCR) had 24 formal complaints pending at the beginning of the 2010 fiscal year. During the fiscal year from October 1, 2009 to September 22, 2010, 21 formal complaints were filed. Currently, OCR has an inventory of 22 active complaints pending in the formal stage. Non-selections continue to be raised most often as the action in dispute while race and gender are most identified as the basis for the complaint.

MEMORANDUM FOR: Broadcasting Board of Governors

FROM: IBB – Danforth W. Austin, Acting Deputy Director

SUBJECT: IBB Summary Report for June 2010

IBB JUNE HIGHLIGHTS AND KEY ISSUES

2010 Federal Employee Viewpoint Survey: We received our results from the Office of Personnel Management's 2010 survey on employee satisfaction, which was conducted in March. Across the government, the BBG ranks as the most improved agency in three of the four categories measured. However, as in 2008, the agency ranked last among government agencies in overall satisfaction. In response, Dan Austin and Steve Redisch held the first of a series of brown-bag lunch meetings with staffers to discuss those areas of work life at the agency that the survey suggests are most in need of improvement. The session was attended by nearly 80 employees and focused on performance management. While we have taken numerous steps over the past four years to address issues raised by previous surveys, the Director's Office will continue to analyze the survey results and seek ways in which BBG can address areas of continued concern. A more detailed analysis is attached.

Multi-Media Mobile Sites/VOA: The Office of New Media launched the new Azerbaijani, Indonesian, Hausa, Vietnamese, Traditional Chinese, and Uzbek mobile web sites, which feature text, audio, video and photos. The mobile sites are optimized to provide the best experience for the audience, regardless of the type of mobile device being used.

Mobile Rollout Goes BBG-Wide: The Office of New Media is working with all BBG entities to launch new mobile websites. Following expansion of the mobile project to include RFE/RL in May, ONM is now working with RFA, MBN and OCB to build new sites using the same vendor, thereby improving capabilities and saving development and set up costs.

Radio Farda - New Medium Wave Transmitter in Kuwait: The transmitter installation has been completed, but we currently do not yet have authority from Kuwait to operate this system, and we are working with State Department representatives on the best way to address this situation. We are correcting deficiencies, caused by a contractor whose contract was subsequently terminated, in the site's facility construction. We are preparing for a claim that we expect from this contractor.

Jamming of BBG Broadcasts to Iran: The Government of Iran (GOI) actively engages in jamming of satellite signals, and the BBG counters by adding satellite transmissions and changing channels.

Program Reviews of the Persian News Network and Mandarin

Persian News Network Review (PNN), May 5, 2010: This year's research on PNN indicated that it is still the leading international broadcaster in Iran, with roughly 20% of

adults watching at least weekly. While this figure is about ten points lower than that found in 2009, it is difficult to say whether this difference is due to changing audience preferences, inability to see the programs due to jamming, increased reluctance to admit viewing of foreign broadcasts, or previous over-estimation of the audience. Quite possibly, all of these factors are at work, but the popularity and impact of PNN within Iran remain clear. Participants in qualitative research found the programming trustworthy and credible, but called for an updating of the studio setting and production values, and asked for more intensive coverage of Iranian affairs. Difficulties in recruiting participants in qualitative research suggested that Iranian jamming of PNN's broadcast is having a significant impact. On the other hand, access to the Internet is widespread, with about a quarter of Iranians going on line weekly, and this medium presents substantial opportunities if the authorities' censorship can be circumvented. PNN has an Internet website (also with access via proxy), a mobile website, a goEnglish.me website for learning English, and a blog site. It is available on Twitter, Facebook and YouTube and has Iphone and Android applications and will soon be adding a goEnglish application.

Mandarin Review, May 13, 2010: BBG's 2010 national survey of China found only small direct audiences for VOA and other international broadcasters. 0.1% of respondents reported having listened to VOA, watched VOA TV programs, or accessed VOA on the web in the previous week. China's jamming of shortwave, blocking of internet, and restrictions of satellite dishes are no doubt a factor; in addition, survey respondents may be reluctant to admit usage of foreign media. At the same time, research findings suggest that the rich domestic media scene and relatively high level of satisfaction with domestic outlets make it difficult for foreign broadcasters to achieve high audience levels. Virtually everyone has a television, and about 40% have home computers. Only one percent own shortwave radios, and only three percent of internet users employ proxy sites. Ten percent claim to watch satellite television on a weekly basis, but the great majority of the satellite audience is rural. In radio and television monitoring panels, VOA Mandarin content was generally praised by the participants. One noted that VOA Mandarin is "more in-depth and has a better perspective" than Chinese domestic media. In the focus groups, Chinese mainland graduate students studying in Hong Kong generally responded well to VOATV programming, but some asked for more dynamic presenters and improved production values.

NEW MEDIA

Major Search Engine Optimization (SEO) Enhancement: The Office of New Media rolled out a major improvement for all VOA websites. Currently, there are multiple URL's associated with individual articles. ONM implemented a change that results in each articles having only one URL, ultimately improving the ranking of VOANews.com by search engines.

Interactive Brackets Game For World Cup: The Office of New Media provided an interactive game for VOA English and Spanish websites which allowed users to project the winners for each match of the World Cup. There were over 700 participants with prizes allotted to those whose predictions were closest.

Tibetan Launches Language Site: The VOA Tibetan Service launched a Tibetan language version of its website. This will complement the existing Tibetan-English site and provide a broader audience for Tibetan material. The Office of New Media, with the migration to the new content management system, has now created in-language versions of all VOA service websites.

OFFICE OF ENGINEERING

Jamming of VOA Transmissions to Ethiopia: The Office of Engineering detected jamming on the VOA Amharic frequencies beginning February 22, 2010. Around March 29, jamming also began on the VOA Afan Oromo and VOA Tigrigna frequencies. We have been adding and changing frequencies to overcome the jamming. In the lead up to the May 23rd elections, the Ethiopian Government continued their heavy jamming efforts. After the election results were announced around June 21, the additional shortwave frequencies added since March were decreased to pre-election status. However, some jamming activity continues on the Amharic, Afan Oromo, and Tigrigna shortwave transmissions. The satellite audio transmission of the Horn of Africa programming continues on Arabsat and Afsat.

Pashtun Programming - New Medium Wave Transmitter in Eastern Afghanistan (Khost): The Khost medium wave transmitter currently broadcasts VOA Deewa and RFE/RL Radio Mashaal programming for a total of 13 hours daily. RFE/RL added another two hours of the Radio Mashaal broadcasts on July 15, increasing the total broadcast schedule to 15 hours daily. An increase to 18 hours per day is scheduled for September 15. Work continues to improve the electrical generating system to ensure more reliable power.

Satellite Television Receive-Only (TVRO) Installations: TVRO satellite terminals have recently been installed at State Department posts in Antananarivo and Brazzaville, as well as at broadcast stations in Afghanistan and Haiti. TVRO satellite terminals provide access to TV and radio programs on BBG's global satellite distribution network. The network also distributes the State Department's American Embassy Television Network. During July/August, installations are planned in Alexandria (Egypt), in Sarajevo, and at IBB facilities in Lampertheim (Germany). So far in Fiscal Year 2010, preventive maintenance has been performed at 85 State Department posts.

FM and TV Transmission Projects:

- We had planned to move our FM and TV transmitters in Shomali (Al Hilla), Iraq, to a more favorable location in that city, but the current site operator (Iraqi Media Network) will not permit BBG contract personnel to enter the site to remove the equipment. We have asked the U.S. embassy for assistance in our discussions with IMN. We also plan to meet with IMN about operational concerns with other BBG transmitters in Iraq at IMN sites.
- VOA broadcasts began at half power on June 22 at the newly relocated site of the BBG FM transmitter in Accra, Ghana. Full power transmissions commenced on June 24. Some equipment issues are still being resolved to ensure reliable operation.

Major Facility Maintenance And Repair (M&R) Projects: We have begun planning the renovation of the space occupied by the Network Control Center on the second floor of the

Cohen Building. Hanson Engineering is providing plans and specifications. The construction package will then be put out for competitive bidding. The team will be here in July to begin the verification of existing conditions. Concept design options will be presented in September.

OFFICE OF MARKETING AND EXTERNAL LIAISON

Thai Mobile Operator Chooses VOA Content: AIS, a mobile phone provider in Bangkok, has developed a finished VOA News package web-based application for an SMS News Service with content from VOA Thai. Under the MOU, IBB agrees to allow AIS to use 4 THAI SMS headlines a day, Monday through Friday.

2010 Advertising Campaign Begins in Afghanistan: A campaign promoting both the “TV Ashna” program carried by Radio-Television Afghanistan, as well as “Radio Ashna,” began in major Afghanistan cities on 1 July. The campaign is a three-parter: Facebook ads in Dari and Pashto promoting Radio/TV Ashna will run 3-6 months; an ad in the magazine "Scene" will also promote Radio/TV Ashna; and finally 22 billboards in major cities (Kabul-10, Mazar-4, Herat-4, and Jalabad-4) will advertize the VOA radio and TV programs. The billboards went up July 1.

Swahili Ad Campaign: The Johannesburg Regional Office worked with VOA Swahili on ad campaign for launch of “Mitaani” mobi-web product in coordination with the World Cup. Regional and Kenya offices arranged for production with Red Sky ad agency. Ad materials promote *Mitaani* as a "vox populi" program that deals with topical political issues, capitalizing on Kenyans’ interest in discussing politics.

New “Washington Forum” French TV Affiliate: RTN (Radio Télévision Nazareth) in Libreville, Gabon will air “Washington Forum” live on Thursdays from 20:00-20:30 local time. RTN is one of the most popular TV stations in Gabon.

New French Radio Affiliate: RTS (Radio Television Siantou) in Yaoundé, Cameroon will carry several VOA French Radio programs. The station covers many parts of Cameroon, and has a relay in the Cameroonian city of Bafang.

OFFICE OF PERFORMANCE REVIEW

The following program review was conducted in addition to PNN and Mandarin:

Swahili Review, May 27, 2010: The 2010 national survey of Tanzania showed a large but somewhat diminished audience for VOA Swahili, with a weekly audience of 18% vs. 24% in 2008, when the last survey was carried out. BBC and Deutsche Welle remain the leaders among international broadcasters, with weekly audiences of 50% and 30%, respectively. Overall international radio is losing ground as a “go-to” source for news. While VOA has some excellent affiliates, its most important partner station, Radio Free Africa, has not been entirely consistent in airing the VOA Swahili program, and this may be having an effect on audience size. VOA’s programming is liked and respected by the audience, but is not seen as particularly distinctive. Greater dynamism in presentation and more effective placement arrangements may be required to halt the erosion in audience. In the meantime, qualitative research on VOA’s

Swahili language SMS headlines service in Nairobi indicated that while there is appreciation for the speed and immediacy of such services, cost to the user is a significant disincentive. Potential users cautioned that the use of such services should be mostly confined to news that is truly immediate, but also suggested that they would be open to ways of sending in feedback on programming and current events via their mobiles.

OFFICE OF HUMAN RESOURCES

Gold Medal Award Program: Nominations for the 2010 Medal Award Program will be accepted through July 30, 2010. All Agency employees are eligible for a Gold Medal Award, and any employee may nominate another employee from any part of the Agency. Gold Medal Award recipients serve as examples of extraordinary effort, initiative, excellence, and dedication to the agency's mission.

In response to the recommendations of a group of employees and managers asked to review the agency's awards programs, Locally Employed Staff (LES) and Personal Service Agreement (PSA) staff overseas now will be eligible to be nominated for and to receive Gold Medal Awards.

The number of Gold Medals available to be awarded this year has been raised from 75 to 85, plus an additional 15 for LES and PSA staff overseas. All recipients receive a framed certificate and medal and, for employees on US Federal Government pay schedules, a cash payment of \$2,500. LES and PSA recipients will receive a cash award of 2.7% of their annual salary

SES Certification: The Senior Executive Service (SES) includes those employees at the top levels of the agency who administer its mission and functions. SES members serve under a pay-for-performance system that requires OPM certification, with OMB concurrence, every three years. The Office of Human Resources recently submitted a request to OPM for recertification and is awaiting OPM's decision.

OFFICE OF CONTRACTS

Coordination: The Office of Contracts is working with the new CFO and General Counsel appropriation's law attorney on various issues, such as ratifications and reuse of funds.

Inter-Agency Agreement: The Office of Contracts is working with the Office of Marketing and Program Placement on a \$1.1 million inter-agency agreement with the Department of State to create and broadcast a weekly 30-minute program broadcast on TV, radio and the internet. The program will be aired from Kabul, broadcast in Dari and Pashto, and discuss subjects including: counter-narcotics; civic education; justice; public health; and women's issues. BBG will work with its research contractors to assess the impact of the programming, including counter-narcotics coverage.

Training Provided:

- CON provided Justification for Other Than Full and Open Competition (JOFOC) recently to one section of Engineering which is already reaping benefits in understanding the need for market research.
- Technical Point of Contact (TPOC) training is continuing. This is a scaled down version of Contracting Officer Technical Representative (COTR) training designed for handling POV and PSC awards.

OFFICE OF CIVIL RIGHTS

EEO Training: On June 14, 2010, OCR provided its annual refresher course for EEO counselors and investigators.

Mentoring Program: The agency's annual mentoring program came to a close on June 16th. The mentoring program has received a great deal of positive feedback as a valuable avenue for employee career enhancement and development.

Special Emphasis Program –National Lesbian, Gay, Bisexual and Transgender Pride Month: On June 15th, agency employees were invited to attend a conversation with Civil Rights Icon, U.S. Congressman Dr. John Lewis at the Office of Personnel Management, in the Alan Campbell Auditorium.

OFFICE OF IBB DIRECTOR

2010 Federal Employee Viewpoint Survey: We received our results from the Office of Personnel Management's 2010 survey on employee satisfaction, which was conducted in March. Across the government, the BBG ranks as the most improved agency in three of the four categories measured. However, as in 2008, the agency ranked last among government agencies in overall satisfaction. In response, Dan Austin and Steve Redisch held the first of a series of brown-bag lunch meetings with staffers to discuss those areas of work life at the agency that the survey suggests are most in need of improvement. The session was attended by nearly 80 employees and focused on performance management. While we have taken numerous steps over the past four years to address issues raised by previous surveys, the Director's Office will continue to analyze the survey results and seek ways in which BBG can address areas of continued concern. A more detailed analysis is attached.

2010 BBG/IBB Customer Survey: As in previous years, we plan to survey employees and managers on their evaluation of the services provided by the various BBG and IBB support offices. Office Directors will review the survey results and write action plans to address concerns identified. The survey should launch in the next month and will be hosted on the agency's Intranet.

OIG: The agency responded to OIG's draft report on its inspection of Sri Lanka and provided OIG with updates on actions being taken to comply with OIG inspection-related recommendations on VOA's News Division and the Persian News Network. Based actions

taken and being taken by the agency, the OIG closed reports on its inspections of London News Bureau and on OCB's Strategic Plan. The OIG has submitted a final report on its inspection of the Chinese Branch and initiated its 2010 review of the agency's compliance with the Federal Information Security Management Act.

OFFICE OF POLICY

Editorials: During June, the Policy Office sent 69 editorials to State for clearance. Of these 58 were cleared, and 11 were not cleared. The editorials not cleared were:

1. Gaza Flotilla
2. China Blocks Internet
3. U.S.-Azerbaijan Partnership
4. Police Brutality in Egypt
5. Improved U.S.-Russia Relations
6. Defense Secretary Gates on Iran
7. Impact of Sanctions on Iran
8. U.S. Chain of Command Honors Civilian Rule
9. Will the Yuan Float?
10. Zimbabwe's Disputed Diamonds
11. Oil Spill International Response

The breakdown of the editorials sent to State in June is as follows:

Africa – 7
East Asia – 8
Eurasia – 5
Latin America – 5
Middle East – 19
South and Central Asia – 4
World – 21

Rewards for Justice Public Service Announcements: Four Rewards for Justice Announcements were broadcast in June:

1. PSA -- **Husayn Muhammed al-Umari**, 06-03-10
2. PSA -- **Ladislav Ntaganzwa**, 06-10-10
3. PSA -- **Fahd al-Quso**, 06-17-10
4. PSA -- **Charles Ryandikayo**, 06-24-10

Policy Briefs: In June, the following **Policy Brief** TV editorials were released:

06/07/2010 1-098 - **U.S. - India Partnership**
06/14/2010 1-099 - **Obama on New U.N. Resolution on Iran**
06/21/2010 1-100 - **Helping Refugees Worldwide**
06/28/2010 1-101 - **Obama and Medvedev**

The Policy Brief **Helping Refugees Worldwide** TV Editorial was adapted from an interview with Assistant Secretary of State for Population, Refugees and Migration, David Robinson.

Attachment
2010 Federal Employee Viewpoint Survey

Executive Summary

Across the government, the BBG ranks as the most improved agency in three of the four categories measured by the Office of Personnel Management's survey on employee satisfaction. However, as in 2008, the agency ranked last among government agencies in overall satisfaction.

Positives: The results of the 2010 survey also show significant improvements since 2008: The BBG's rating improved on 26 of 58 questions asked in both years. Improvements were made in the areas of communication, leadership, training and development, and general satisfaction with the agency. The number of employees participating in the survey also increased substantially; 62% completed the 2010 survey, compared to 35% in 2008. The BBG scored above the Government average on positive responses to the statement "I believe the results of this survey will be used to make my agency a better place to work."

Negatives: The improvements in communication, leadership, and training were made from a low base. Some of the agency's lowest results were on questions related to leadership, and the BBG continues to significantly lag the government-wide averages on questions related to communication about the agency's goals and progress and on questions about training and employee skills. Employees also continue to express concerns about performance management, information-sharing, basic job satisfaction, and safety and security issues.

Challenges: Employee satisfaction has been and will continue to be affected by the Agency's efforts to change our focus from exclusively radio toward television and Internet programming, as well as by requirements to redirect resources toward regions of U.S. national interest. Since the end of the Cold War, the agency has reduced or eliminated a number of language services. The highly specialized employees who worked in those services were subject to reductions-in-force. As the agency continues to reallocate resources, employees face uncertainty regarding their future employment. The BBG has also had to adapt to changes in media usage and program formats in order to be on the air in the most popular media in our target countries. Each transmission method requires different skill sets. While training has been offered to help employees adapt to new technologies, these challenges can be daunting for long-term employees.

Steps Taken: The agency has taken a number of concrete steps to address concerns reflected in previous employee surveys. We will continue and expand these efforts, which include:

- Strategic planning on Human Capital issues
- Information-gathering on problems (additional surveys and analysis)
- Employee recognition (increased awards funding, improved awards program)
- Training and development (doubled training budget, new training initiatives)
- Leadership and management (expanded leadership training, some of it mandatory)
- Performance management (new tools, more information, increased accountability on performance management activities)

- Communication (more two-way electronic communication, more forums and meetings on topics of interest to employees)
- Improved facilities (particularly the Cohen Building cafeteria)
- Other steps (addressing grade-level inconsistencies, among other actions)

Introduction:

Across the government, the Broadcasting Board of Governors ranks as the most improved agency in three of the four categories that the Office of Personnel Management's survey on employee satisfaction measures: Leadership and Knowledge Management, Results-Oriented Performance Culture, and Talent Management. However, as in 2008, the BBG ranked last among government agencies in overall satisfaction.

There have been some consistent bright spots in the past three surveys. Employees have repeatedly told us that they like the kind of work they do, they believe it is important, and they are willing to work hard. Our mission-focused and highly skilled workforce is the reason for all of the agency's considerable success in recent years. Employees' passion for the work we do is a strong foundation on which to build our efforts to improve the agency.

The BBG has taken a number of concrete steps since 2006 to address the concerns reflected in employee surveys, and some of those efforts have made a significant difference. Our efforts have included improved communication, increased training, an enhanced awards program, strengthened leadership, and more, as explained in detail below. The agency has a Human Capital and Succession Plan that integrates and tracks these efforts in a strategic way. We believe those extra efforts over the past few years are reflected in the significant improvements the agency has made on survey questions about communication, training, and leadership.

However, given our ranking relative to other government agencies, it is clear that we have a long way to go. We intend to further address performance management, information-sharing and basic job satisfaction; all areas where employees continue to express concerns.

We have engaged employees in this effort. The percentage of employees participating in the survey has increased substantially; 62 percent completed the 2010 survey, compared to just 35 percent in 2008. BBG also scored significantly higher than the Government average on positive responses to the statement "I believe the results of this survey will be used to make my agency a better place to work."

We intend to capitalize on employees' belief in the usefulness of this survey, and we are soliciting the feedback of staff at all levels to help us achieve our shared goal of a better workplace.

2010 Results:

The results of the 2010 survey reflect significant improvements since 2008. Of the 58 questions asked in both the 2008 and 2010 surveys, the BBG improved in a statistically significant way (defined by OPM as five percentage points or more) on 26 of them. (The agency's 2009 survey

also showed improvements over the 2008 results, but it used a slightly different methodology and is thus not directly comparable.)

The improved positive ratings in the 2010 survey were generally concentrated in the areas of communication, leadership, employee training and development, and general satisfaction with the agency as a place to work. The BBG has always done well on questions asking whether employees like the work they do and believe it is important, and that trend continued in 2010.

However, the improvements in communication, leadership, and training were made from a low base. Some of the agency's lowest results were on questions related to leadership, and the BBG continues to significantly lag the government-wide averages on questions related to communication about the agency's goals and progress and on questions about training and employee skills. As explained in greater detail in the next section, some of these concerns may reflect the nature of the agency's work and the challenges it faces; this is an environment of constant change, where work and skill requirements change continually.

Other areas of employee concern include performance management and safety and security issues. On questions about the link between performance and pay and on the distinctions made between employees who perform well and those who perform badly, the government as a whole does poorly, and the BBG is no exception. Of the ten questions with the lowest positive ratings for the BBG on this year's survey, six were on performance management issues. The agency trails the rest of government rather dramatically on questions related to safety and security. This may be due to the night shift work required to broadcast to countries across the world: Many employees come to work or leave the office in the middle of the night, when the area around headquarters is deserted. However, this is an issue that requires some further study before we can make a plan to address the concern.

More details on the specific results of this year's survey are available in the Appendix, beginning on page 7.

Challenges:

Employee satisfaction may be affected by the Agency's efforts to retool radio program transmission and distribution toward television and Internet technologies, as well as by requirements to redirect certain program resources toward regions of U.S. national interest, such as to the Middle East, Iran, Afghanistan and Pakistan. Since the end of the Cold War, the agency has reduced or eliminated a number of language services, many serving Eastern Europe. The highly specialized employees who worked in those services were subject to reductions-in-force, given the difficulty of transferring their skills to emerging agency requirements in Arabic, Dari, Pashto and other priority languages. As the agency continues to reallocate resources to support emerging needs, many employees struggle with a sense of uncertainty regarding their future employment.

The agency has also had to adapt to changes in media usage and program formats in order to be on the air in the most popular media in the countries to which we broadcast. In many instances, this means migrating from radio delivery to transmission via television and the Internet. Each

transmission method requires different skill sets. While training has been offered to help employees adapt to new technologies, these challenges can be daunting for long-term employees.

As media markets, preferences, and competitive factors continue to change around the world at an accelerated pace, and as the nation's public diplomacy priorities evolve, further modifications in U.S. international broadcasting priorities may be required. This will continue to be a factor in overall employee satisfaction.

Steps Taken to Address Employee Concerns Since 2006:

- Strategic Planning
 - A group of managers from throughout the agency, led by IBB Chief of Staff Marie Lennon, developed an agency Human Capital and Succession Plan for 2009-2014. This plan contains specific strategies to recruit, train, develop, and retain staff, while placing renewed focus on the concerns that arose in the surveys.
 - Small working groups are tackling issues at different levels within the organization as part of an effort to involve employees in decisions affecting them.
- Information-Gathering on Problems
 - We surveyed employees about their opinion of our various support services in 2009 and will do so again this year. After viewing the results of the survey, each support office submits an action plan for addressing the results.
 - The Agency's 2009 annual employee survey included supplementary questions to provide additional insight into the sources of employee dissatisfaction.
- Employee Recognition
 - The annual awards budget has increased to \$550,000, a five-fold increase over 2007 levels.
 - The Medal Awards program, which provides a \$2,500 award for recipients selected by their peers, has been reinstated to provide public recognition of outstanding contributions to our mission.
 - Funding for cash awards also has increased, giving managers the ability to make these awards on the spot.
- Training and Development
 - The budget for training is now double what it was a few years ago. This allows us to expand training and developmental programs in our core journalistic and broadcasting skills, in technical and equipment-specific skills, and in personal and career development.
 - The Office of Human Resources is offering a variety of "Flash" trainings, mostly for supervisors, on a number of important HR-related topics (hiring, performance management, labor relations, etc.).
 - The VOA Language Programming Directorate and other offices are working with Training to offer forums, classes and other training opportunities taught by in-house experts in order to expand the number of training opportunities at little to no additional cost to the agency.
 - Senior management has instructed managers to assess employee training and development needs and provide for those needs whenever possible, and the Office of Training is developing new tools to help managers in that effort.

- Leadership and Management
 - Mandatory leadership training is being increased for all levels of supervisors and managers, including a recent series of two-day management refresher training sessions for all VOA, OCB and IBB management staff.
 - Mandatory seminars for managers and administrative officers were conducted with sessions on contracting and procurement policies and procedures and personnel issues, such as pay, benefits, and labor and employee relations.
 - The Office of Contracts has held a number of trainings and done a great deal of analysis and tracking to help resolve problems with POV payments (this is a recurrent concern voiced by employees who work with POVs and are concerned by the problem in terms of how management treats staff).
 - Other leadership training is being conducted on important management skills, including: communication, listening, coaching, team building, managing performance, and addressing conduct problems and poor performance.
- Performance Management
 - Seminars have been conducted for both supervisors and employees on the performance management system.
 - Managers have been advised in staff meetings and in writing that timely completion of performance appraisals is an important management responsibility. It is included in the performance standards of all managers and supervisors, and completion of performance ratings is being tracked.
 - In order to assist managers in carrying out these responsibilities, model performance elements and standards were developed for numerous positions within the language services. These efforts will be expanded to other critical occupations in the next rating year.
- Communication
 - We have dramatically improved two-way electronic communications, including:
 - Hosting an employee blog “Tune In” to encourage employee engagement and interaction with weekday updates including enrichment events, Newsclips, and other items of interest. Tune In also includes an employee suggestion box and responses to employee questions from subject matter experts.
 - Placing the highlights of monthly VOA, IBB, and OCB reports and weekly senior staff meetings on the Intranet to provide current information on agency activities and challenges.
 - Improving various Intranet sites to make information readily available to all employees, including administrative guidelines, contacts, and links to significant reports (from Performance Review, OIG and GAO).
 - Publishing a BBG electronic highlights focused on progress toward strategic goals as well as challenges and other issues of interest across the Agency.
 - All managers have been instructed to conduct regular staff meetings that invite employee input and to reward employee ingenuity and innovation.
 - Friday news meeting were opened to all employees and moved to the agency’s largest conference room.

- VOA and IBB officials have expanded monthly meetings with the American Federation of Government Employees (AFGE) union to include the agency's two other unions, the American Federation of State, County, and Municipal Employees (AFSCME) and American Foreign Service Association (AFSA), to seek their recommendations on specific steps the agency could take to address the concerns indicated by the survey, to share information, and address issues at an informal stage.
- Various offices conducted a number of forums on topics employees are interested in, including an explanation of the budget process, VOA's use of new media, the Language Service Review process, trainings and conferences staff members have attended, and others.
- Former Governor Steven Simmons met privately in April 2010 with two groups of managers to ask them about issues they thought were important.
- Dan Austin, Steve Redisch, and John Lennon personally visited every service that would be affected by proposed broadcast service reductions the day these reductions were announced and continue to informally visit language services and other elements on a regular basis, e.g., to mark special occasions.
- Facilities
 - Despite the limitations of inhabiting the oldest GSA buildings in this quadrant of DC, we have taken steps to improve our facilities, including:
 - Contracting a new cafeteria service
 - Repairing the escalators
 - Redesigning the Guards' desk/waiting area
 - Reinstating a coffee cart on the first floor
 - Renovating the bathrooms
 - Installing hand sanitizer units during the swine flu outbreak
- Other Steps
 - Dan Austin has made it clear that managers are to ensure that all employees at all times are treated with respect and that they remain open to discussing employee questions and concerns. Notices also have issued to publicize the various avenues available to employees, e.g., the Agency's Advisory, Referral and Counseling Service and Offices of Human Resources and Civil Rights, for having their questions and concerns addressed in a responsive and timely manner.
 - The Office of Human Resources, in consultation with VOA, is reviewing position descriptions and responsibilities in all of the language services to find and address any inequities in the grading of broadcasting positions. Thirty language service broadcasters have been upgraded thus far (mostly from the GS11 to the GS12 level) to better reflect the responsibilities they now assume for creating original content.
 - The Agency has used buy-out and early-out retirement incentives to replace employees in services affected by budget cuts and changing priorities.
 - Accommodations for job candidates and employees from diverse backgrounds, including persons with disabilities, have been improved.

Appendix

Bottom and Top Ten

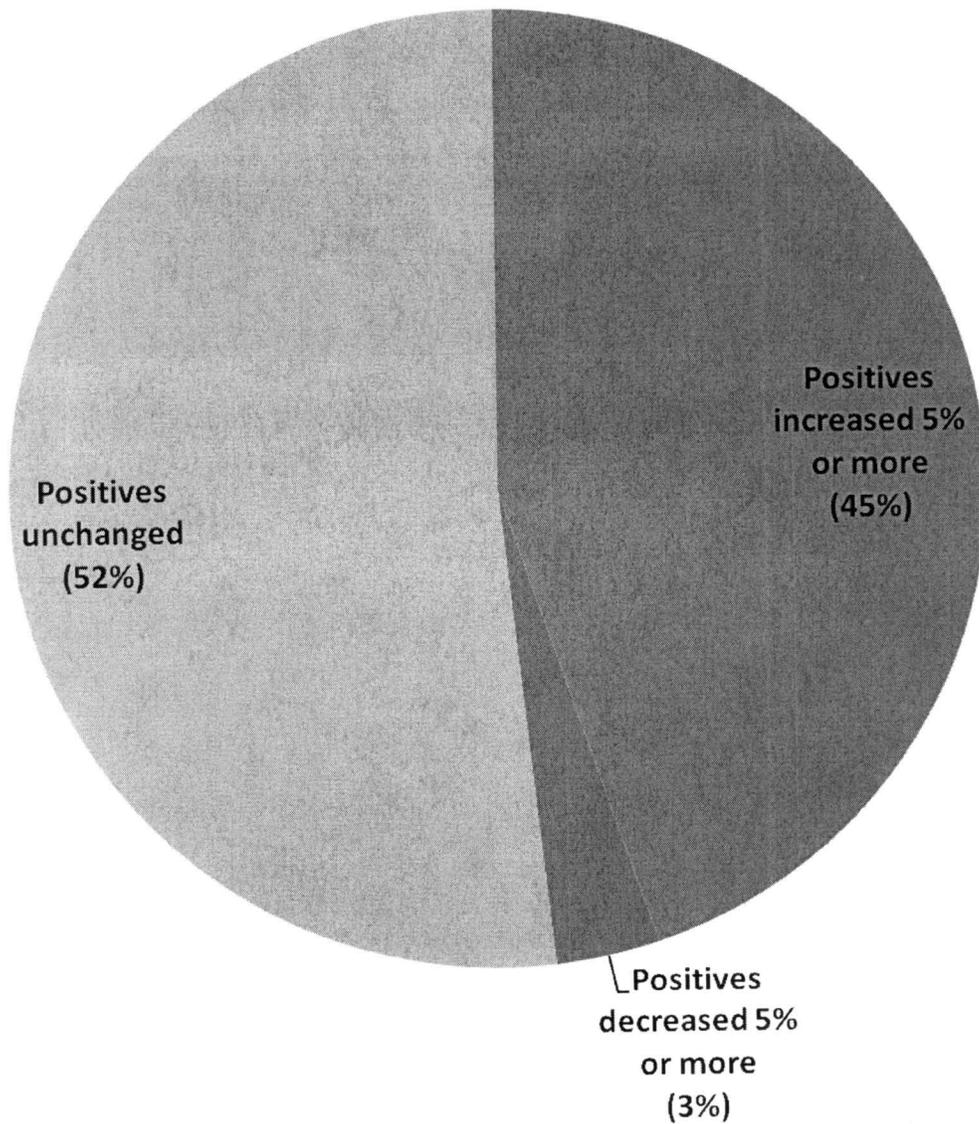
Lowest 10 Responses (Percent Positive Responses):

Pay raises depend on how well employees perform their jobs.	16.40%
In my work unit, steps are taken to deal with a poor performer who cannot or will not improve.	23.80%
Promotions in my work unit are based on merit.	26.70%
In my work unit, differences in performance are recognized in a meaningful way.	27.80%
How satisfied are you with your opportunity to get a better job in your organization?	28.20%
Creativity and innovation are rewarded.	30.30%
In my organization, leaders generate high levels of motivation and commitment in the workforce.	30.80%
How satisfied are you with the policies and practices of your senior leaders?	31.50%
Employees have a feeling of personal empowerment with respect to work processes.	32.80%
How satisfied are you with the following Work/Life programs in your agency... Telework?	33.00%

Highest 10 Responses (Percent Positive Responses):

When needed I am willing to put in the extra effort to get a job done.	96.90%
I am constantly looking for ways to do my job better.	90.30%
The work I do is important.	88.10%
I like the kind of work I do.	87.20%
I know what is expected of me on the job.	77.40%
I know how my work relates to the agency's goals and priorities.	76.60%
My supervisor/team leader treats me with respect.	75.00%
I am held accountable for achieving results.	72.70%
How would you rate the overall quality of work done by your work unit?	72.60%
My supervisor supports my need to balance work and other life issues.	72.70%

Change in Responses Since 2008



Improvements and Declines

Statistically Significant Improvements Since 2008 (Percentage is 2010 result minus 2008 result):

Managers communicate the goals and priorities of the organization.	11.10%
I can disclose a suspected violation of any law, rule or regulation without fear of reprisal.	10.50%
I have a high level of respect for my organization's senior leaders.	9.70%
I recommend my organization as a good place to work.	9.50%
My organization's leaders maintain high standards of honesty and integrity.	9.20%
In my organization, leaders generate high levels of motivation and commitment in the workforce.	9.00%
Discussions with my supervisor/team leader about my performance are worthwhile.	8.70%
How satisfied are you with the training you receive for your present job?	7.90%
How satisfied are you with the information you receive from management on what's going on in your organization?	7.90%
Managers review and evaluate the organization's progress toward meeting its goals and objectives.	7.60%
I am given a real opportunity to improve my skills in my organization.	7.50%
Overall, how good a job do you feel is being done by your immediate supervisor/team leader?	7.30%
In my work unit, differences in performance are recognized in a meaningful way.	7.20%
Considering everything, how satisfied are you with your pay?	7.10%
Considering everything, how satisfied are you with your organization?	7.00%
Creativity and innovation are rewarded.	6.70%
Supervisors/team leaders in my work unit support employee development.	6.70%
How satisfied are you with the policies and practices of your senior leaders?	6.50%
My workload is reasonable.	6.40%
Awards in my work unit depend on how well employees perform their jobs.	6.00%
How satisfied are you with the recognition you receive for doing a good job?	6.00%
My training needs are assessed.	5.70%
Employees have a feeling of personal empowerment with respect to work processes.	5.30%
Managers promote communication among different work units (for example, about projects, goals, needed resources).	5.10%
I have sufficient resources (for example, people, materials, budget) to get my job done.	5.00%

Statistically Significant Declines Since 2008 (Percentage is 2010 result minus 2008 result):

The people I work with cooperate to get the job done.	-7.30%
Policies and programs promote diversity in the workplace (for example, recruiting minorities and women, training in awareness of diversity issues, mentoring).	-5.60%

Comparison With Government-wide Averages

10 Responses on Which BBG is Farthest Behind Government (Here percentages refer to government-wide averages minus BBG results):

My organization has prepared employees for potential security threats.	27.90%
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Managers review and evaluate the organization's progress toward meeting its goals and objectives.	22.20%
Employees are protected from health and safety hazards on the job.	22.20%
My agency is successful at accomplishing its mission.	22.20%
I recommend my organization as a good place to work.	20.50%
Managers communicate the goals and priorities of the organization.	19.40%
How satisfied are you with the following Work/Life programs in your agency... Alternative Work Schedules (AWS)?	18.60%
My training needs are assessed.	18.30%
Considering everything, how satisfied are you with your organization?	17.00%
The workforce has the job-relevant knowledge and skills necessary to accomplish organizational goals.	16.90%

10 Responses on Which BBG is Closest to or Above Government (Here percentages refer to government-wide averages minus BBG results, so negative numbers mean BBG ranked higher than the government as a whole):

I believe the results of this survey will be used to make my agency a better place to work.	-5.70%
My workload is reasonable.	-5.00%
I like the kind of work I do.	-1.60%
When needed I am willing to put in the extra effort to get a job done.	-0.20%
Considering everything, how satisfied are you with your pay?	0.60%
I am constantly looking for ways to do my job better.	1.40%
My performance appraisal is a fair reflection of my performance.	2.30%
How satisfied are you with the following Work/Life programs in your agency... Telework?	2.40%
I know what is expected of me on the job.	3.40%
My supervisor supports my need to balance work and other life issues.	3.50%

Highlights of the IBB Senior Staff Meeting
Tuesday, December 21, 2010

IBB Director Dick Lobo (Jack Welch reporting)

- Senior Advisor, Jack Welch welcomed the senior staff and advised that the VOA / IBB New Year's Party will be January 6th from 2 to 4 in the 3300 corridor.

CFO, Maryjean Buhler:

- **Budget Update:** Congress has extended the CR through Tuesday, December 21st. Senate reports that it will consider a bill to extend the CR through March 4. The agency received the 2012 pass back information from OMB and the CFO is pleased. She is briefing the divisions. She has requested that Office directors be very austere in their funding requests under the CR and to hold off as much as possible. In January, they will be revisiting funds for contracts.

VOA Director, Dan Austin:

- **BBG Coordinating Committee:** Special thanks to Andre, Bill Bell, Rebecca, Doug Boynton, Terry Balazs, Kate and Emily. The first meeting was 12/8, a productive and candid discussion. The Committee includes representatives of the Voice of America; the Office of Cuba Broadcasting; Radio Free Asia; Radio Free Europe/Radio Liberty; the Middle East Broadcasting Networks and other officials. The focuses will be on distribution, proposed process and principles of BBG distribution strategy.
- The agency is exploring having a building to house BBG, IBB, VOA, RFA, MBN, RFE/RL to consolidate resources, for example to share studios, etc.
- New media advisory committee to be set up to pull people from the private sector to advise staff on how to use new media.
- The Russian Service used social media tools, tweeting, etc. during the Belarus elections.

Director of the Office of Technology, Services, and Innovation, Andre Mendes (Ken Berman reporting):

- **Internet Freedom:** \$1.5M in additional funds have been provided to the BBG from State to enhance the BBG's efforts to combat Internet censorship. The BBG already has contracted out about 1.1 M of these funds to expand band width and develop tools (such as Skype) to assist users in circumventing censorship efforts.

Combined Federal Campaign – Extended

- OPM has extended the campaign until January 17, 2011! As of 12/14 109 pledges totaling \$64,476! That sum is higher than at the same time last year and close to our goal of \$75,000. Last year's record breaker of over \$132,000.

Office of Human Resources Director, Donna Grace:

- **Transit Benefits** have been extended at the higher rate (\$230) through 2011.
- **AFGE Negotiations:** LER will begin negotiations with AFGE in January.

Office of Marketing and Program Placement Director, Doug Boynton:

- OMPP placed three story ads in Thailand facing Burma (Neal Lavon's work).

- VOA Special English – Liberty FM – South Sudan ????

Office of Contracts Acting Director, Gary Hosford:

- The Office of Contracts is very busy processing 250 requests.

BBG Public Affairs Director, Tish King:

- **December Board Meeting:** The highlights are on the BBG website.
- **Newsletter:** Hot linked to Congressional staff. Agency staff can subscribe, as well.

Happy Holidays and a Happy Healthy New Year



Highlights of the IBB Senior Staff Meeting
Tuesday, December 7, 2010

IBB Director, Dick Lobo:

- **Departure of Vivian Gallups:** The Director of the Office of Contracts, Vivian Gallups, has accepted another position with the Federal Government. She is a good and loyal employee who did outstanding work for our agency and tackled many hard issues. Her last day of work with the BBG was last Friday. IBB has started the search for her replacement. In the interim, Gary Hosford has agreed to serve as acting director of the Office of Contracts.
- **Ombudsman:** Noreen Kinnavy has been selected as the Ombudsman for IBB, VOA, and OCB. The Ombudsman program is a six month pilot project developed jointly between Agency management and the unions to address workforce concerns and personnel issues. Noreen will report to the IBB Chief of Staff, but will work independently in carrying out her functions. Her office will be located on the 4th floor. Mr. Lobo had the pleasure of serving with Noreen at OCB. She is a loyal and wonderful employee.
- **IBB Coordinating Committee:** The first meeting of the IBB Coordinating Committee will take place tomorrow. The Committee will meet on a quarterly basis and the purpose is to provide recommendations to the Board's Budget and Strategy Committee on long-term strategies for U.S. International Broadcasting. An initial planning meeting was held a week ago, and the IBB Director's office has been working diligently to provide materials for this week's session. The office has compiled a terrific amount of data, although this has been a difficult process. The Committee's first task is to examine all distribution across the BBG, rather than approaching it entity by entity. The Committee hopes to develop the process and principles by which an agency-wide distribution strategy is developed. The IBB Director's Office looks forward to sharing the results.
- **Radio Farda Transmissions:** A medium-wave lease opportunity has been identified in the UAE to provide interim service to Iran. Paperwork has already gone through GC and CFO. We are waiting for the contracts and hope to have everything completed by the first of the year.
- **Anti-Censorship Funding Proposal:** Recently, Ken Berman, Andre Mendes, Dave Shiben, and Susan Andross went to the Hill to brief the Senate Foreign Relations Committee on internet circumvention. BBG is having success in this area and the Hill would like the agency to do more. The agency is working to get money transferred from State for these initiatives. Proposals are being developed in an effort to obtain these funds.
- **Carlos Garcia:** Carlos Garcia recently went to the Hill to meet with several key staffers. He is also very interested in the possibility of satellite to Cuba as private dish ownership is no longer illegal, and has recently met with Ken Berman to discuss anti-censorship efforts as they apply to Cuba.

CFO, Maryjean Buhler:

- **Budget Update:** Congress has extended the CR until December 18th. Appropriators are working on two alternatives: (1) a full year CR with funding adjustments, or (2) an omnibus bill. The Office of the CFO is uncertain which path will be taken, but they hope to hear something before the 18th. Regardless of the path chosen, a federal salary freeze is expected.

VOA Director, Dan Austin:

- **PNN Vacancies:** VOA is actively working to fill current vacancies in PNN.
- **Latin American Pilot:** VOA just completed a pilot program in the Latin America division. This is an experiment in contracting out TV production and an effort to reinvent VOA in Latin America.
- **New Marketing Officer:** OMPP has recently hired a new marketing officer for the Latin America division, Oscar Barcelo.

Director of Human Resources, Donna Grace:

- **Pay Freeze:** OPM is declining to comment on the proposed pay freeze while it is still pending in Congress. The President's proposal would exempt SES members and military, and it would not apply to promotions or within grade increases. We are unsure how Congress will handle the pay freeze and we currently do not know how it will be implemented.
- **Open Season:** It is currently open season for health benefits, dental benefits, vision benefits, and flexible spending accounts. Open season will end on December 13th.
- **Overnight Hours:** The Office of Human Resources is holding overnight hours for third shift employees. The Office was open last Thursday night from 11 p.m. to 7 a.m., and will be open again this Thursday night. Also, retirement counselors are available during this time frame if people are interested.
- **Transit Benefits:** In 2009, the maximum transit subsidy benefit for federal employees was increased from \$120 to \$230 per month following enactment of the American Recovery and Reinvestment Act (ARRA), and transit benefits could be used for parking expenses. The legislation will expire at the end of this year and it is unclear whether those benefits will be extended. If they are not extended, then transit benefits will revert back to \$120 per month and employees will not be able to use them for parking.
- **OPM Audit:** This week, OPM is conducting an audit at the agency. The last OPM audit was conducted 18 months ago and several problems surfaced, including the manner in which outside hiring cases were handled. The Office of Human Resources has made adjustments since that audit. So far, the current audit appears to be going very well.

Director of Public Affairs, Tish King:

- **Board Meeting:** The December Board Meeting will be held on Dec. 16th and 17th. The open portion of the Board Meeting will be held on Friday, and it will be available via webcast.

Director of the Office of Civil Rights: Delia Johnson:

- **No Fear Act Training:** Please encourage all employees to complete the mandatory No Fear Act training. Currently, only 25% of the agency has completed this training.
- **Holiday Party:** The BBG offices located in the Switzer building are holding an annual holiday party today at 1 pm.

Associate Director for Program Support, Gary Thatcher:

- **South Korea Initiative:** The Research department is showing real, tangible results from broadcast on AM into North Korea. Our South Korean affiliate has also received letters thanking them for the VOA broadcasts. Currently, two or three initiatives are pending to improve transmissions, including one FM from South Korea, as well as solutions involving other neighboring countries in Asia.

Deputy General Counsel, Paul Kollmer-Dorsey:

- **WikiLeaks:** OPM has instructed federal employees and contractors not to access the WikiLeaks site on work computers. However, the Board has stated that reporters need to report on the WikiLeaks incident in order fulfill the Agency's mandate. The Office of General Counsel has reached out to the DOJ and White House counsel about carving out an exception to the prohibition for VOA and Central News journalists that are performing their jobs. The legal reasoning is complicated, but the Office is comfortable that it can get VOA in parity with commercial reporters. However, no other federal employee should access this information.
- **November Board Meeting:** Decisions from the Board's November meeting include:
 - (1) The Board acknowledged its responsibility for the BBG being a well-run agency. Many of these key functions are delegated to the IBB Director.
 - (2) The Board approved an agency-wide ethics program that will include training and working with management to ensure understanding of ethics concerns. The next step is for the Office of General Counsel to decide how to structure and roll out the program.

Director of the Office of Technology, Services, and Innovation, Andre Mendes:

- **TSI Update:** TSI is working on several projects at the moment, including work on finding solutions for MW broadcasts to Iran, working with the Thai government on proposed consolidation of the Udom transmitter, FISMA plan submission, preliminary reports on Kuwait, and the Dalet + Interweb launch.

- **Performance Review and Survey Results:** In response to the recent Performance Review and Customer Survey results, TSI is making efforts to facilitate better communication with the agency. The office will start informational brown bag sessions in January and will conduct quarterly reviews of the office.

Highlights of the IBB Senior Staff Meeting
Tuesday, November 9, 2010

IBB Director, Dick Lobo:

- **Board Meeting:** The Board meeting will be held next week, November 18th-19th. Mr. Lobo will go over issues on distribution and technology.
- **IBB Coordinating Committee:** The IBB Coordinating Committee will be convened four times a year. The framework of the committee has been developed and IBB will be talking to entity heads soon. The Committee will be making recommendations to the Board on technology and distribution strategy.
- **Internet Freedom:** The Governors have a strong interest in the area of internet freedom and anti-censorship. The Agency has received funds from the State Department for this initiative and may submit proposals for more funding. Recently, several articles have appeared in Wired and the Washington Post on this issue.
- **Social Media:** The Board has requested more visibility in social media, and Mr. Lobo is looking for help, funding, and ideas. He will be meeting with an executive at Facebook tomorrow in California and also has plans to meet with someone at Google soon.
- **Other Updates:** Mr. Lobo is currently working through contract issues with GEO, the continuing situation of getting into Iran, problems with Kuwait, the UAE lease, a proposal for North Korea, and a proposal for transmission from a NATO base in Afghanistan.

VOA Director, Dan Austin:

- **Transmitter Problems:** Both VOA and RFE/RL have been effected by transmitter problems in Khost, Afghanistan. The transmitter's generator went out and damaged the transmitter. We are working on alternatives, including Tajikistan and UAE, but none are good.
- **Shortwave Reduction:** The planned reduction of shortwave at the European time change has been delayed due to questions from the Hill. VOA is answering those questions now.
- **Meeting with Staff of Ileana Ros-Lehtinen:** VOA staff, IBB staff, and 2 governors recently met with the staff of Ileana Ros-Lehtinen, the next head of the House Foreign Affairs committee. Issues arose concerning shortwave reductions in Latin America and the effect on Cuba listeners. Questions were answered, but more information will be provided. Her interest in what we do is a positive thing.

Emily Tyler:

- **Employee Association:** This initiative started as an idea to sell VOA-branded items as a potential morale booster. The agency cannot sell these items directly, but an employee association can. Many other federal agencies have employee associations that conduct this type of activity. Over 50 employees have responded to a recent announcement to gauge interest in such an association, and the IBB Director's Office is in the process of developing a policy to authorize this type of activity at the Agency.

IBB Senior Advisor, Jack Welch:

- **Leadership and Communication Training:** Both VOA and IBB have launched a Leadership and Communication Training Program for all supervisors. Included in this

program is a 360 assessment, which is intended to be a tool for supervisors to receive feedback from peers, supervisors, and subordinates. Feedback on the 360 assessment and the classes is welcome.

- **Cash Awards:** Peggy O’Lear found a way to get award money out and it will be allocated soon. Informal awards and time off awards are also available as means of recognizing excellent work.

Vicki Brimmer:

- **CFC:** Please contribute to the CFC. BBG is currently at 10% of the 2010 goal.
 - “It’s Bureaucratic: First BBG Battle of the Brains” will be held November 22nd at 2 pm in the Cohen Auditorium.
 - The East Asia and Pacific Bake Sale will be held on December 1st.
 - The Final International Bazaar will be held again on December 15th.
 - Letters to troops overseas are also being collected and will be forwarded by a charitable organization.
 - So Others May Eat is collecting travel-sized toiletries to put together gift boxes for the homeless.

VOA Chief of Staff, Barbara Brady:

- **New Financial Resources Manager:** Thomas Martinez is the new VOA Financial Resources Manager. He came to BBG from FEMA, and he is sitting in room 3137A2. He is currently conducting informational interviews around the building.

Deputy General Counsel, Paul Kollmer-Dorsey:

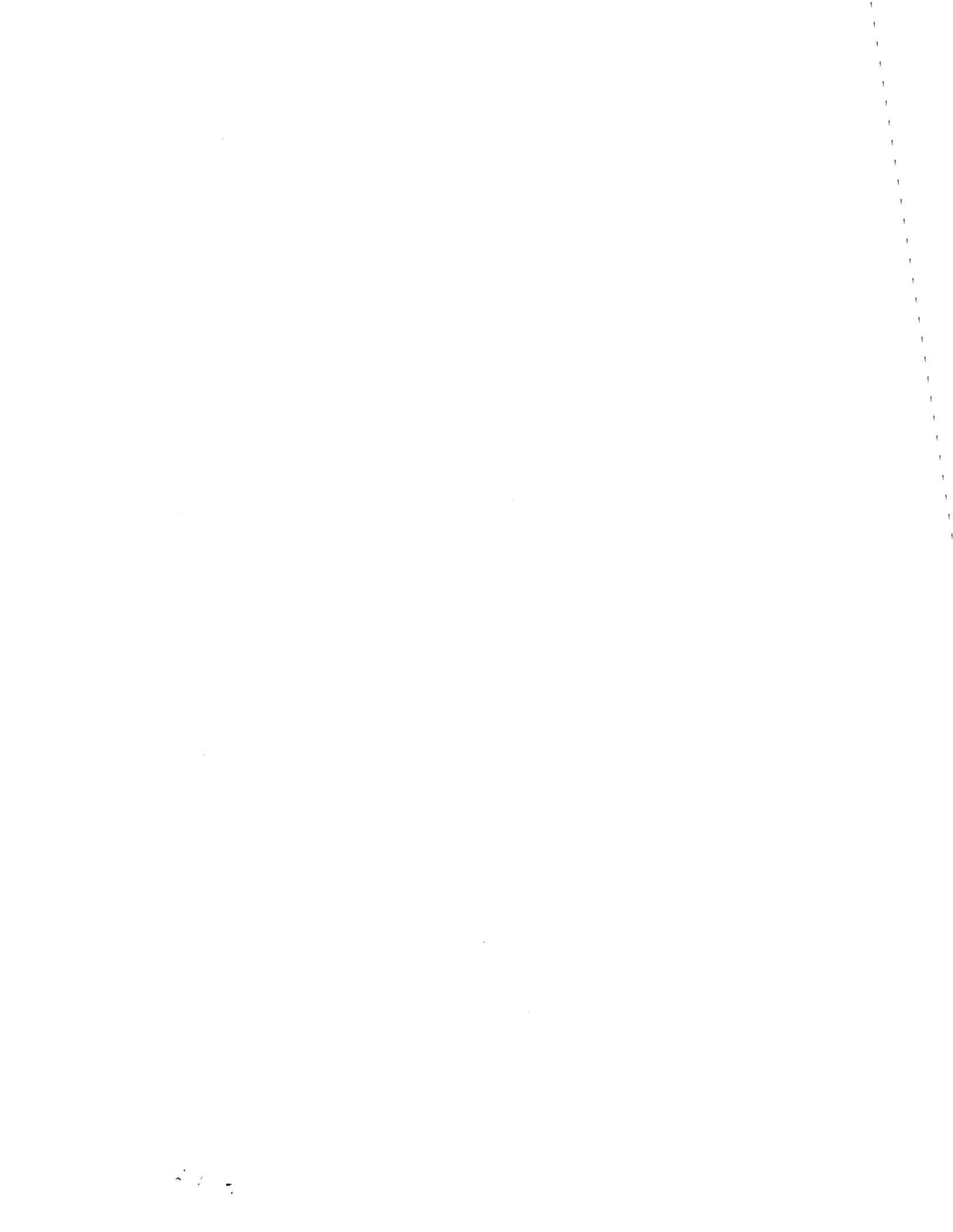
- **Board Meeting:** The Board meeting will be held next week, November 18th-19th. The open portion of the meeting, on the 19th, will be televised.
- **Ethics Program:** The Office of General Counsel has plans to roll-out a new model ethics program for the Agency. We need better ethics training on an ongoing basis.

Dan Dzara and Drew Krog:

- **Ethics in Contracting:** During the contracting process, everyone should remember the core principal of impartiality towards all non-federal entities. The Agency cannot “pick favorites” except by awarding a contract through the procurement process. Remember to only give information through official channels. There should only be one point of contact during the contracting process, and potential contractors should not get any information that is not on the RFP. If additional information is shared, the consequences can be severe, including criminal prosecution. Also, you should not accept gifts from contractors, unless an exception applies. If you believe an exception applies, please contact the Ethics teams.

Office of Civil Rights Director, Delia Johnson:

- **EEO Report:** OCR has been working on the EEO report, and will be sending the report to an internal Agency group to clear before sending the report to the EEOC.



Highlights of the IBB Senior Staff Meeting
Tuesday November 2, 2010

IBB Chief of Staff, Marie Lennon

- **TSI:** Congratulations to the Technology, Services, and Innovation Directorate on their successful reorganization.
- **Training:** Leadership and Communications training for all IBB managers was launched with a meeting yesterday.

VOA Director, Dan Austin

- **DG5 Meeting:** The DG5 meeting of international broadcasters was last week. All of the broadcasters, but particularly the BBC, are facing severe budget pressure, so they are looking for opportunities to collaborate on facilities and transmission services. Additional sessions were held on internet anti-censorship and satellite jamming, which present other opportunities for collaboration. Chairman Isaacson spoke at the DG5 dinner about his desire to create a great international news service with the collaboration of the other international broadcasters.
- **Shortwave:** Planned shortwave reductions that were approved in the Agency's FY09 budget and due to be implemented at European Time Change did not take place because of the objections of some members of Congress. The reductions will be taken after further consultation with the Congress.

IBB Senior Advisor, Jack Welch

- **IBB Coordinating Committee:** The IBB Coordinating Committee will be convened in December. Jack will be distributing the "Terms of Reference" for the committee and the proposed agenda for comments. Many people in IBB will be asked to contribute information on distribution and technology for this committee's review and for the Board's December discussion of distribution platforms and strategies.
- **House Announcements Change:** The new IBB Notices process began today. Everyone will receive two daily digest emails with the full text of the announcements posted on the Intranet. There have been a few minor issues so far, but we will address them. If you have additional suggestions on how announcements should be sent, contact Elene Paul.

BBG Public Affairs Director, Tish King

- **Audience Estimate:** The 2nd annual global audience estimate will be released in conjunction with the PAR. The CFO's office is working with IBB Research and the entity research heads to finalize the numbers.
- **Board:** The Board meeting will be November 18th-19th this month.

Office of Marketing and Program Placement Director, Doug Boynton

- **Affiliates:** Enver Safir is in Pakistan, and may have found a new radio affiliate in Karachi. A new affiliate was signed for Swahili in Tanzania. Stations in Bhutan and Fiji are interested in carrying VOA content.
- **Advertising:** OMPP is putting together advertising for the 10th anniversary of Straight Talk Africa.
- **Haiti:** Doug traveled to Haiti with Ronald Cesar. The situation is still not good there, so there will be a follow-up trip to help repair affiliate stations. OMPP may be close to signing a mobile affiliate in Haiti (Digicell) to carry SMS content from the service.

Office of Civil Rights Director, Delia Johnson

- **EEO Statistics:** The statistical report on EEO compliance has been submitted. Informal contacts were down this year, but the number of formal complaints remained the same. Processing time has increased, which OCR will work to address. The bases for complaints were similar to past years (reprisal, race, and national origin were common)
- **Complaints Procedures:** It is important that managers know that OCR cannot decline to take certain types of complaints. There is usually no finding of discrimination, but they are required by law to go through the entire process. OCR will do a flash training for managers on the EEO complaints process.
- **Events:** There are several diversity events upcoming, including a briefing at the National Archives and an event on Native Americans November 4th at HHS.

Office of Contracts Director, Vivian Gallups

- **Planning:** Contracts just completed an acquisition planning meeting with TSI and GC. The planning process will continue.

Office of New Media Director, Rebecca McMenamin

- **Clickability:** The migration to Clickability is almost complete, with the BBG and OCB websites moving soon.
- **VOA Direct:** VOA Indonesian is holding two affiliates conferences where they are demoing a new web-based system called “VOA Direct” for delivery of content. Dozens of affiliates are already signed up and testing the site.
- **GoEnglish:** New mobile apps have been released for GoEnglish.me. The Russian Service attended a trade show where they promoted the upcoming Russian version of GoEnglish.me with a karaoke booth. The Service worked with OMPP and ONM to take videos, post them to their site and Facebook, and let viewers vote for a winner, who receive an iPad.
- **Social Media:** ONM held a social media briefing for VOA staffers and will hold one Friday for RFA. The next part of their push for social media will have to do with using social media on mobile devices.

Office of Performance Review Director, Kelu Chao

- **Urdu:** OPR has an important review this week – Urdu, at 2pm Wednesday.
- **Other Projects:** The office is also working on the global audience estimate, program quality scores, and compliance reporting on OPR action items.

Office of Human Resources Director, Donna Grace

- **Voting:** Procedures on leave for voting are on the Intranet.
- **Hiring Reform:** OHR will be holding training for managers on new procedures due to the Administration’s hiring reform initiative. Not much will change in terms of how managers interact with OHR.
- **Employee Orientation:** The new “onboarding” program will launch next week. It introduces new employees to the Agency, with an emphasis on the mission rather than filling out forms. OHR is trying to find a way to offer a modified version of this orientation to current employees who request it.

Budget Office Director, Peggy O’Lear

- **Shortwave:** The Budget office is working on requests for information about shortwave reductions.
- **Continuing Resolution:** They have no information about when the CR will end, but Peggy will try to release some guidance on what offices can and cannot do under a CR.

- **2010 Funds:** There have been requests for 2010 funds to do ratifications, but there is very little 2010 money remaining.

VOA Chief of Staff, Barbara Brady

- **Burmese:** VOA has been self-funding a Burmese surge since 2007. They will try to continue funding the most important parts of the surge after the November elections in Burma.
- **New Hire:** Thomas Martinez was hired as the VOA resource manager. He was previously at FEMA. For more information, see the house announcement.

Deputy General Counsel, Paul Kollmer-Dorsey

- **New Hire:** OGC has a new lawyer, Dan Dzara, who has expertise in procurement and patents. He will be working with some elements of TSI, New Media, and OMPP.

Office of Policy Director, Charles Goolsby

- **Editorial:** Policy got an interview with a high-level administration official that they will use to create a new editorial.



Highlights of the IBB Senior Staff Meeting
October 7, 2010

IBB Director, Dick Lobo:

- **Combined Federal Campaign:**
 - Mr. Lobo encourages all employees to attend the kick off event and consider supporting the CFC.
- **IBB Coordinating Committee:**
 - One priority for the Board, and Mr. Lobo, is the creation of an IBB Coordinating Committee. The Coordinating Committee is included in the Broadcasting Act, but has not been properly implemented in the past. The Board would like grassroots feedback in order to better execute strategic planning. Mr. Lobo is currently working on a planning meeting in order to clarify the type of work the Board would like from the Coordinating Committee.
- **Upcoming Board Meeting:**
 - Mr. Lobo will be attending next week's Board meeting in Prague. He will leave this Friday and return in a week. The meeting will focus predominately on RFE/RL, but he will have the opportunity to address the Board on some issues.
- **Swearing In Ceremony:**
 - Mr. Lobo will have a ceremonial swearing in ceremony on Monday, October 18th at 4 pm in the Auditorium. He will be sworn in by Walter Isaacson, and Joe O'Connell will serve as the master of ceremonies. The ceremony will be followed by a reception for family and friends. He apologizes that he is not able to invite everyone in the agency; however, the ceremony will be available on demand and over the house Monitron system.
- **Budget:**
 - The Agency will be operating under a Continuing Resolution under December 3rd.
- **Union Meeting:**
 - Mr. Lobo recently met with Tim Shamble of AFGE. The meeting was very good and fruitful.

VOA Director, Dan Austin:

- **BBG Chairman's Remarks:**
 - BBG Chairman Walter Isaacson recently spoke at the RFE/RL 60th Anniversary event. He did a wonderful job of laying out the strategy of the BBG, especially the importance of credible journalism. However, some of his remarks have received a great deal of attention in the media. Mr. Isaacson said:

“We can't allow ourselves to be out-communicated by our enemies. There's that Freedom House report that reveals that today's autocratic leaders are investing billions of dollars in media resources to influence the global opinion. You've got Russia Today, Iran's Press TV, Venezuela's TeleSUR, and of course, China is launching an international broadcasting 24-hour news channel with correspondents around the world – spent – reportedly set aside six (billion dollars) to \$10 billion – we've to go to Capitol Hill with that number – to expand their overseas media operations.”

- In response, Russia Today has launched an attack against the statement and claims that it is evidence that VOA is a propaganda organization. China has picked upon this as well. Mr. Isaacson has responded by saying that the statement was taken out of context.

Kate Neeper:

- **Customer Survey:**

- Results from the Customer Survey have been sent to all office directors, along with last year's action plans. Office directors should update their action plan to incorporate the new Customer Survey feedback and show what they've done to implement the plan over the last year. Both Kate and Emily are available for questions.

VOA Chief of Staff, Barbara Brady:

- **VOA Leadership and Communication Training:**

- Leadership and Communication Training will begin next week for all managers and supervisors in VOA. This is a six month project, which will incorporate feedback from the Federal Employee Viewpoint Survey for each office. Training will begin with a one-day session, and a series of flash trainings will be available over the next 6 months. The project will end with another one day training session in May, and result in a communication and training plan that will be submitted to the Training Office.

IBB Senior Advisor, Jack Welch:

- **IBB Leadership and Communication Training:**

- IBB managers and supervisors will also participate in the Leadership and Communication Training program; however, the program set up will be slightly different than the VOA Training. IBB will conduct one overall meeting to discuss communication in general, and then meet with individual managers over the following weeks to develop their communication strategies. Also, the IBB Training will incorporate results from both the Federal Employee Viewpoint Survey and the Customer Survey.

- **Awards:**

- Jack is working with the CFO to get financing for cash awards. Also, the IBB Director's Office recently ordered informal awards, including mugs and notebooks. These items can be picked up and used to immediately recognize extraordinary contributions by employees.

Gary Thatcher:

- **Recent Negotiations:**

- Gary is currently involved in negotiations with several high priority places. He will be traveling to both Korea and Tokyo in the upcoming weeks. He is working to get these items before the Board to help improve transmissions.

Office of Engineering Director, Andre Mendes:

- **Security Issue:**
 - On October 16th, there will be a remediation of a security issue on our network. This will be a medium risk operation that will involve the replacement of some workstations and servers around the building. People with effected workstations will be notified and receive instructions, but most individuals will not be required to do anything. The office does not expect to have any operational disruptions.
- **Reorganization of Engineering:**
 - On October 24th, the Office of Engineering and Technical Services will transition to the Office of Technology, Services, and Innovation. This further realignment will involve classical engineering, as well as the Office of the CIO. The office received tremendous assistance from OHR, CFO, Terry Balazs, and Connie Stephens. A session will be held in the auditorium to present the new structure to the Agency.

Office of New Media, Marlene Wright:

- Rebecca McMenamin is attending a Web Managers' Roundtable at Radio Free Asia.
- **Vacancies:**
 - The Office of New Media has recently announced several vacancies, including manager, programming, and IT positions.
- **Social Media Forum:**
 - The Office of New Media will hold a social media forum on October 12th.

BBG Office of Public Affairs, Tish King:

- **Upcoming Board Meeting:**
 - Only a small portion of the upcoming Board meeting will be open; however, it will still be available on demand.



Highlights of the IBB Senior Staff Meeting
Wednesday, September 22, 2010

- **IBB Director, Mr. Richard Lobo**
 - Mr. Lobo officially started on September 17, 2010, but announced he was travelling to Florida to finish up some personal business and would be back in the office on Monday, October 4, 2010. Mr. Lobo expressed immense gratitude to Dan Austin for doing an incredible job over the past few years as Acting IBB Director. He praised Dan for his outstanding management, inspired leadership and dedicated service to the agency.
 - All IBB Senior Staff introduced themselves to Mr. Lobo and provided a brief overview of their particular offices and roles within the agency.
 - Mr. Lobo noted that he had worked for PBS in Florida for 8 years when the Administration called and asked if he would consider the position of IBB Director. He had intended to retire from PBS in Florida, but said he wouldn't know how to retire. Mr. Lobo gladly accepted this appointment and hopes to bring a unique perspective to the agency. He brings four and a half decades of experience in commercial and public television to the agency. He started his career working first as a street TV journalist in Miami and later segued into broadcast management, where he ran several major television stations for NBC. He noted that the Administration cares deeply about this agency and that is evidenced by the quality of Governors appointed by the White House. He observed that the new Board is dynamic and anxious to lead and to help. He felt they were not here to waste either their time or their appointments. The Governors have excellent relationships, both within the White House and on Capitol Hill, which will greatly help the Agency.
 - Mr. Lobo has been waiting 7 months for Senate confirmation and couldn't be happier to be joining us. He promised to lend his full support to IBB. He is anxious to identify the issues and problems within IBB and will address them individually with the directors of various offices and as a group. Mr. Lobo will convene and chair a working agency coordinating committee involving all of the entities. The work of this committee will help set the tone and generate ideas and innovations which will assist the board in formulating its strategic plan. IBB needs to be transparent, important, and relevant. His intention is to raise the visibility of IBB's support mission which may have been undervalued in the past. Mr. Lobo is a big believer in 24/7 operations and communications within the agency and asked that no one hesitate to contact him, if necessary, whatever the issue or time of day.

Highlights of the IBB Senior Staff Meeting
Thursday August 26, 2010

VOA Director, Dan Austin:

- **Year-End:** It has been an especially difficult year-end period, in large part because of a series of one-time events that are not likely to happen again. Andre Mendes suggested that the Agency hold a post-mortem on year-end, which should be helpful.
- **IBB Director Position:** Thank you to everyone in IBB who helped Dan during his time as IBB Director. You were very patient and supportive. Mr. Lobo will do a great job as IBB Director.
- **Combined Federal Campaign:** The Combined Federal Campaign is going on now, with a shorter donation window than in previous years.
 - Vicki Brimmer is leading the campaign in BBG again.
 - The CFC is an important source of revenue for many charities and helps them keep fundraising and overhead costs low. BBG had a participation rate of 25% last year, up from just 10% in 2005.
 - Donating is strictly voluntary, but please provide information and encourage employees to go to the various events.
 - The Kick-Off event will be October 7th, with several charities attending and explaining what they do.
 - Later in the year, the BBG CFC team will also be hosting an International Bazaar and a game show, and the EAP Division will put on a bake sale.
- **Awards:** The various types of awards given by the agency (time off, QSI, Gold Medals, cash, etc.) are a great way to recognize dedication and hard work.
 - The Gold Medal Awards were presented on Tuesday, in a very well-attended and meaningful ceremony. A huge range of employees and managers were honored, which speaks to the value of a peer-nominated and reviewed awards program.
 - Awards were presented to a number of people in attendance (Vivian Gallups, Charles Goolsby, Delia Johnson, Donna Grace, Terry Balazs, Mike Lawrence, Dave Shiben, Jack Welch).
- **Director Lobo:** Director Lobo starts on Monday, but he has been in touch and received a great deal of briefing material. He will have many questions for everyone.
- **Board:** The next Board meeting will be in Prague.
 - The Board's "Strategic Review" discussions start soon.
 - Everyone should read the Chairman's speech from the RFE/RL 60th anniversary event earlier this week. It lays out the strategy for international broadcasting in the coming years.
- **OCB:** Carlos Garcia, the new OCB Director, came to IBB/VOA earlier this week.

- He is smart and keenly attuned to developments in Cuba and Latin America generally.
- He is a lawyer, not a journalist, but he has a good awareness of journalism, media and technology developments in Cuba, and the importance of relying on the professionals around him.



Highlights of the IBB Senior Staff Meeting
Tuesday, February 8th, 2010

IBB Director, Dick Lobo:

- **Trip:** The trip to the Middle East was very productive and educational. Dick met with Embassy personnel, various ministers, and VOA and RFE/RL staff, and saw the transmitting site.
- **BBG/IBB Coordination:** Welcome to Jeff Trimble. The IBB and BBG staffs are working on coordinating activities more closely, so senior IBB staff will be attending BBG staff meetings and Jeff will be attending the IBB senior staff meeting.

BBG Executive Director, Jeff Trimble:

- **Board:** This Board is not meeting every month, though they are staying involved, including holding committee meetings. In March they will meet at OCB and in April at RFA. The next time they meet in the Cohen Building, they may hold another Town Hall and/or a public meeting.

IBB Director, Dick Lobo:

- **Kabul:** The sleeping quarters in Kabul were pretty rough – a trailer like you'd see on a construction site, surrounded by sandbags. That was actually the VIP trailer; everyone else was 12 to a trailer, with a shared bathroom outside. They were in perfectly nice hotels the rest of the time. Traveling around Kabul was very high-security. They were in an armored SUV with heavily armed guards at all times. The RFE/RL and VOA offices were bleak, with minimal fixtures; happily, they are moving into a new and much nicer facility this week. It is a 3 bedroom house with significantly more space. The staff held a nice reception for Dick and the other visitors.

OMEL Director, Gary Thatcher:

[Gave a trip report which will be posted on the IBB Director's Office page soon.]

Strategic Management and Performance Measurement Director, Bruce Sherman:

- **CENTCOM Meeting:** Governors Wimbush, Ashe, and Meehan, along with Bruce and Dick Lobo will be going to Tampa for a meeting with CENTCOM on research-sharing and strategy issues in areas where both agencies have significant activities. They will be meeting with senior commanders to talk about mutual interests and proposals, and hold a research seminar on Yemen.
- **Miami Trip:** A number of BBG and IBB staff members will also be traveling to Miami as part of the ongoing Strategic Review. On the 17th, there will be a dinner with representatives of the US Interests Section from Havana and on the 18th there will be a roundtable discussion and an expert panel on US broadcasting to Cuba at OCB.
- **VOA LatAm Review:** The LatAm review at VOA will be two meetings; an internal roundtable on February 10th from 2-4pm and an expert panel on the 15th, also from 2-4pm.

IBB Director, Dick Lobo:

- **Budget:** We are still under a CR, and the 2012 budget proposal to Congress will be announced February 14th.

VOA Director, Dan Austin:

- **Town Hall:** We have to reschedule the Town Hall meeting because of a conflict with Dick's travel plans. It will now be on February 24th at 10:30am in the auditorium. This will be after the release of the 2012 budget, so there will be a lot of questions about budget proposals.
- **Ambassadors:** A number of the Ambassadors to Latin America were here for a meeting last week. Their input will feed into the strategic review. The Andean Ambassadors and the head of the Interests Section in Cuba were especially helpful.
- **Creole Anniversary:** Yesterday was the 25th anniversary of the Creole Service, which began broadcasting the day Papa Doc Duvalier was overthrown. Governor Ashe came by, the Haitian Ambassador was there, and Dick gave remarks. The service was thrilled by the recognition and is doing a great job.
- **CitizenGlobal:** The new CitizenGlobal project, which will allow for the development of content through crowdsourcing, will be unveiled at the February 15th Hill event. It looks very interesting so far.
- **VOA Press Corps:** Dan met with Governors McCue, Perino, and Meehan on the idea of a "VOA Press Corps," which would send young journalism school graduates abroad to teach journalists and develop content for VOA.

Office of New Media Director, Rebecca McMenamin:

- **goEnglish:** The soft launch of goEnglish Russian is this week. ONM is excited because unlike with previous versions for Iran and China, they can do real marketing and promotion this time. There was a booth at a Russian trade show to promote the product with a karaoke contest. The hard launch, with promotion, will be February 22nd. There are also iPhone and Android apps for all versions of goEnglish.
- **OCB Clickability:** The OCB website is moving to Clickability, with a soft launch tomorrow and a hard launch next week. ONM staff is training OCB staff on Clickability and thePlatform remotely, and may go down to do in person training next week.
- **VOA Direct:** ONM is finishing the pilot of VOA Direct, which delivers broadcast quality audio and video content to affiliates. The full production version will include online sign-ups for affiliates and versioning into language.

BBG Public Affairs Director, Letitia King:

- **Hill Event:** At the Hill event on February 15th, from 9-12, the Board will be introducing congressional staff to US international broadcasting, with a particular focus on new tools and trends, as well as overcoming obstacles to reaching closed societies. Rebecca McMenamin and Ken Berman will be the IBB presenters.

IBB Director, Dick Lobo:

- **Senator Lugar Meeting:** Chairman Isaacson and Dick met with Senator Lugar on internet circumvention.

TSI Director, Andre Mendes:

- **Internet Problems:** The 5 minute interruption of internet service was caused by a problem configuring Websense.
- **Chinese:** TSI is working with VOA and RFA on some proposed changes to Chinese programming and testing some interesting distribution propositions to deal with difficult budget situations.
- **Tech Migration:** Andre is working on a call to action for technology migration, so that the agency can leverage budget pressures to transform the organization in useful ways.
- **Greenville:** The disposal of Greenville Site A is beginning.
- **Generator:** Andre met with GSA regarding the generator in the parking lot. It looks as though the generator will have to remain for at least the next 5 years.
- **Erching:** The Erching land sale is progressing. Clean-up of the site should start in March.
- **Passwords:** As announced, a strong password policy is coming soon.
- **Project Management:** Due to concerns about a project management deficit in TSI, staff have been encouraged to take project management training and test for certification. The test is very difficult, but Linda Louers passed and received certification.

TSI Deputy for Information Systems and Technology, Ken Berman:

- **Panel Discussion:** Ken was a panelist at an event at the Center for a New American Security which asked whether the US should have a policy on internet freedom and what it should be. The event raised interesting issues on whether internet freedom could aid terrorists and whether the internet is a transformative tool that will lead to freedom and democracy or whether autocratic regimes will use it to their own ends.
- **OCB Internet:** He will be going to OCB to talk to them about their current programs and how TSI might be able to help them with internet anti-censorship.
- **Media Coverage:** There has been a great deal of media attention on one project from an anti-censorship team member, Sho Ho, which uses encrypted Gmail to feed content.
- **Hill Meeting:** The "Internet Freedom Caucus" has asked several people from IBB to come meet with them.

IBB Director, Dick Lobo:

- **Communications:** The people in Kuwait weren't aware that Dick had been appointed because they don't read agency notices. They do read internal TSI communications, so maybe big agency announcements should go in there as well.

Emily Tyler:

- **Telework:** The Eurasia Division conducted a pilot program to encourage more telework. Emily interviewed employees and supervisors to capture best practices, which she has turned into a presentation to share with offices.

Kate Neeper:

- **Facebook Discussion:** There will be a brown bag in a few minutes with Saman Arbabi from PNN's Parazit on using Facebook to engage with audiences. He does a good job explaining how social media can be integrated with broadcast media in useful ways, so it should be a good learning experience for anyone who attends.

Office of Civil Rights Director, Delia Johnson:

- **Sexual Harassment:** OCR is working with the Office of Contracts to clearly lay out policies and procedures for when contractors bring allegations of sexual harassment. There will be a seminar on sexual harassment on February 17th. Everyone must take this seminar every two years.
- **Black History Month Event:** The Black History month celebration was supposed to be in the auditorium on the 24th, but will be moved to another agency to accommodate the Town Hall.

IBB Director, Dick Lobo:

- **Trainings for Kuwait:** The Kuwait staff asked that trainings on management, stress, and similar issues be recorded and sent to them.

Office of Human Resources Director, Donna Grace:

- **Trainings:** We already record a number of trainings and post them to the Intranet, particularly for people who work unusual shifts, but we can do more.

IBB Senior Advisor, Jack Welch:

- **Vendors and Escorts:** There are new rules from the Federal Protective Service for vendors. They must be escorted if they don't have BBG ID cards. The implementation of this rule will be delayed for UPS and FEDEX vendors, who have been credentialed by their organizations, to provide time to get them BBG ID cards. However, other vendors will be affected by this policy. To avoid, delays in deliveries to your office, such as water bottles, please notify vendors that if they do not have delivery staff with agency-issued ID cards, they must contact your office in advance of making deliveries and advise your organization of the expected delivery time. Upon arrival, delivery vendors, who do not have agency ID cards, will have to call the contact provided by your organization. This contact individual will need to go to the guards' desk and sign for and pick up the item or escort them to their office to complete the delivery if the individual cannot do so themselves. In such cases, the contact will need an agency-issued ID card to escort the delivery vendor.

Office of Human Resources Director, Donna Grace:

- **Buyout:** The buyout has been very active – HR has 17 applications already and has had lots of annuity estimate requests, and the deadline isn't until the 25th.

BBG Public Affairs Director, Letitia King:

- **Egypt:** In Egypt, people came into the MBN offices and threatened to kill the on-air journalists. The bureau relocated and MBN has stayed on the air. VOA's team had their car shaken and they were forced to turn back once. RFE/RL's team was not able to report from Cairo and had to return to Prague. The networks are sharing content and feeds very well.



Highlights of the IBB Senior Staff Meeting
Tuesday, January 25th, 2010

VOA Director, Dan Austin:

- **State of the Union:** VOA is covering the State of the Union, including analysis and reactions. Some services are covering it live.

BBG Public Affairs Director, Letitia King:

- **Daily Show:** The creators of PNN's "Parazit" were on the Daily Show for a great interview. The unedited interview is worth watching.

VOA Public Relations Director, David Borgida:

- **Parazit Press:** The Parazit creators will also be on PBS NewsHour, CBC Radio, and Swedish radio. They've already had two interviews in the Post as well as a long interview with WNYC's On the Media. Information on media appearances is available at the Inside VOA site.

IBB Director, Dick Lobo:

- It's nice to see VOA in the news for something so positive; congrats to VOA and PNN.

Office of Human Resources Director, Donna Grace:

- **Buyout:** The Buyout announcement is out. Buyouts can be used with early out retirement, or just to resign. If you have questions, call HR. The Buyout will be open through February 25th. We have not had one for a while and pay is frozen for two years, so some people may leave. This is an especially good opportunity for people who are not interested in learning new technology. The amount of the payment is generally \$25,000, and hasn't changed in years. Banked annual leave is also paid out. Employees can apply even if they aren't on the list of positions eligible; HR can go back to OPM and request that people not on the list be bought out. HR is available to help people work out their options, including meetings with the career counselor and retirement estimates.
- **Awards:** Fred Lang and Mike Lawrence were presented with time off awards for their help with the new employee on-boarding process.

IBB Director, Dick Lobo:

- **Travel:** Dick will be going to the UAE, Kuwait, and Kabul to discuss issues and projects, leaving Thursday and returning February 7th. He will meet with VOA and RFE/RL staff, among others.
- **Strategic Review:** The ongoing Strategic Review process has been a lot of work, but an impressively inclusive and collaborative effort with BBG and VOA.

Kate Neepser (IBB Director's Office):

- **Africa Review:** The Africa review was a good experience and we all learned a great deal about how to conduct these reviews going forward. IBB will be working closely with VOA to determine which of the many ideas that were raised should be implemented now and in the future.

- **LatAm Review:** The LatAm review (including both VOA and OCB) is this month. We are working with many IBB managers, as well as VOA and OCB, to collect the necessary information for the strategic discussions.

IBB Director, Dick Lobo:

- **Strategic Review:** We need to be careful not to raise the expectations of those involved in this process that all of their ideas will be implemented, because there are still real budget constraints. We also need to move toward implementing some ideas now, if they are possible within the current budget.

VOA Director, Dan Austin:

- **Quick Strikes:** Guidance from the Governors indicated that they would like to see us implement anything actionable right away, assuming we can find the money within existing funds.

IBB Director, Dick Lobo:

- **OIG Thailand:** The draft OIG report on Thailand was problematic; we're working on a response.

IBB Senior Advisor, Jack Welch:

- **OIG Thailand:** We had a number of concerns about the report, particularly regarding their take on our outsourcing plans and some misleading statements on other issues. We submitted comments and met with OIG staff to discuss the problems. Thanks to everyone who was involved, it was a useful, candid, productive meeting. They seem agreeable to addressing our concerns. The next step will be them rewriting the draft, then we'll either receive another draft or a complete report for final comments. We'll act on the recommendations and continue reporting on those actions until the OIG is satisfied that all issues have been addressed.

TSI Director, Andre Mendes:

- **Thailand Consolidation:** The report does not halt our planning; we are much more limited by the CR. If the CR is all year, we will have to ask for an exception in order to move forward. Other steps that need to take place include the contractor becoming an established entity in Thailand, and the BBC dealing with their cuts and renegotiations. The economies of scale that could come from joint management will depend on resolving all of these issues.

VOA Director, Dan Austin:

- **BBC Cuts:** BBC is under huge financial pressure. Their substantial online cuts reflect both those pressures and the fact that their online presence in the UK is commercial. In addition, their online approach initially was generally "let a hundred flowers bloom," and some of the weeding of things that didn't work or were no longer relevant didn't happen until budget pressures forced their hand. The cuts will mean less radio competition for us in some markets, but BBC will still be in many of our markets. We may need to rethink our approach to certain regions.

IBB Senior Advisor, Jack Welch:

- **FAIR Act:** The FAIR Act requires us to do an annual review of which of our activities are “inherently governmental” and which are “commercial,” or able to be contracted out. We are working on the guidelines with the GC’s office, the CFO’s office, VOA, and Contracts. The guidance for offices will come out in the next few days. It will involve a narrower definition of what is inherently governmental, so we can be more flexible as to what can be contracted out. Just because something can be contracted does not mean we have to contract it, however.
- **Performance Management:** There is a union/management task force looking at the agency’s performance management system. It has met three times, and will now be looking at performance management strategies. This is more than how many levels we have; recent surveys have indicated that the agency has problems both in rewarding good performance and in addressing poor performance. We’re hoping this task force comes out with useful recommendations, including recommendations on the number of levels the system should include.
- **Telework Pilot:** Telework can be a great benefit for employees, and also strengthens our ability to respond to emergencies. It’s more difficult within the broadcast services, so we have been studying a pilot program in the Eurasia Division that allows some broadcasters to telework. Emily Tyler has put together a report on best practices, including the types of work that broadcasters can do from home. We’ll be distributing her report and holding briefings and forums. HR is prepared to support the paperwork that must be done for new telework agreements.

IBB Director, Dick Lobo:

- Thanks to Emily Tyler for her great work in the Director’s Office. She’ll be going on rotation to the GC’s office now.

VOA Director, Dan Austin:

- **Town Hall:** A Town Hall meeting will be held in February. Dick, Dan, Steve Redisch, and Maryjean Buhler will tell employees about the exciting things that have been happening lately, follow up on issues raised at previous open meetings, and take questions. There will probably be a lot of questions about the 2012 budget, which will have been released by the time the meeting is held.

Office of the General Counsel, Sheila Rajabiun:

- **2011 Budget:** There has been no movement on the 2011 budget; press reports are all over the place on what might happen, but the current CR expires on March 4th.

TSI Director, Andre Mendes:

- **SW Changes:** The SW realignment that we had initially tried to implement in October is now happening, now that members of Congress have had all of their questions answered.
- **PNN Satellite:** There will be some changes made to PNN’s satellite distribution. Getting around Iranian jamming is a constant cat and mouse game, but this seems like a good time to get back on a satellite that’s particularly popular in Iran.
- **OCB Visit:** Several members of the TSI staff were in Miami to do a technical evaluation of OCB, which was quite fruitful. OCB has a large operation, and the TSI staff learned a

great deal on their visit. OCB's technical staff has been able to solve some very difficult problems; they are dedicated and forward-thinking in certain areas. OCB's MW transmissions are handled very well and AeroMarti in particular is a tremendous technical achievement and completely unique.

- **Computer Services Open House:** Computer Services is holding an introduction/party from 2-4pm. You should go see their restructuring, which will improve customer service.
- **Brown Bag:** The first of TSI's tech brown bags will be Wednesday. Dave Shiben will talk about satellite jamming, and TSI will provide cookies.
- **IT Presentation:** At the end of March, TSI will be holding a show and tell of the IT operation in the auditorium, followed by a tour of a new data center.

TSI Deputy for Information Systems and Technology, Ken Berman:

- **Heritage Panel:** There was a panel at the Heritage Foundation about the State Department and internet freedom, including activists and representatives from Freedom House, among other organizations. Ken discussed our programs in that area, and attendees were impressed with what we're doing.
- **Senate Staff:** Ken had a meeting with the Senate Foreign Relations staff to review what State is doing with their internet freedom money. They appreciated the guidance from BBG, and felt that we could make good use of additional funding in that area.

BBG Public Affairs Director, Letitia King:

- **News Clips:** The clips have recently covered internet freedom issues extensively.
- **Hill Event:** On February 15th there will be a Hill event to raise awareness of US International Broadcasting among congressional staff. RFE/RL is taking the lead on planning. There will be panels showcasing some of the interesting things we're doing.

OHR Office of Training Director, Dave Milligan:

- **Leadership and Communications Training:** The Leadership and Communications initiative now has an Intranet site with a schedule of classes and other resources. On Monday, Training will be holding a class on dealing with angry and inappropriate behavior at work, and a few others are upcoming. Training is not doing too badly under the CR, so trainings are funded for a while. A few managers still need to take the initial 1 day class, and there will be another 1 day session in May.

Deputy General Counsel, Paul Kollmer-Dorsey:

- **Ethics:** The agency-wide ethics program has launched. Drew Krog will set up trainings for offices.
- **Financial Disclosure:** Some employees are required to turn in financial disclosure forms; contact Drew or Joan Davis with any questions.
- **Interns:** GC has 3 law students working for them this semester, from Georgetown, Howard, and American.

Office of Civil Rights Director, Delia Johnson:

- **EEO Reports and Statements:** The annual EEO report is finished, and the Chairman signed the agency's statements on sexual harassment and EEO issues.
- **Diversity Day:** OCR is starting to plan this year's Diversity Day.

Highlights of the IBB Senior Staff Meeting
Tuesday, January 4th, 2010

IBB Director, Dick Lobo:

- Happy New Year, and hopefully everyone will get over their illnesses soon.
- **Party:** IBB and VOA are hosting a joint New Year's party on January 6th from 2-4pm.

VOA Chief of Staff, Barbara Brady:

- **Party:** Please remind your staffs about the IBB/VOA party. Everyone is invited.

IBB Director, Dick Lobo:

- **Board:** There will be a Board meeting on the 13th, but no public session.
- **IBB Coordinating Committee:** The IBB Coordinating Committee has been working on a distribution strategy for the agency.

Kate Neeper (IBB Director's Office):

- **Africa Review:** The IBB Coordinating Committee will be discussing distribution in Africa this week. We've asked a number of people for input, which we will pull together, discuss, and develop into recommendations.

IBB Director, Dick Lobo:

- **New Media Advisory Committee:** The Board has authorized the IBB Director to convene a New Media Advisory Committee. The Governors are suggesting members, who will serve unpaid and meet twice a year to give us advice. The suggested members are some of the brightest people in new and social media. The Board is very interested in elevating the role of new and social media in our operations.

VOA Director, Dan Austin:

- **Pakistan:** The governor of Punjab was assassinated by a security guard, which has led to political instability in Pakistan and worries that the government might fall. If the military takes over, our programming may be taken off local affiliates, and we'll have to rely on cross-border medium wave and shortwave transmission.
- **Africa Review:** The review of content and distribution in Africa is an important opportunity to make strategic decisions.

Deputy General Counsel, Paul Kollmer-Dorsey:

- **Ethics Training:** GC is launching an agency-wide model ethics program to make sure employees are aware of their obligations with regard to ethics standards. Everyone will go through ethics training. The pillars of the training are *relevance* (it will cover the most relevant rules), *clarity* (it will use examples), and *accountability* (agency will hold managers accountable for knowing and enforcing the rules and creating an ethical culture in the agency). Governor Ashe will hold a briefing for managers to kick off the initiative, and then GC staff will do section by section briefings over the coming months.

IBB Director, Dick Lobo:

- **Ethics:** We can't ignore rules in favor of getting the news on the air, because we are a government agency. Please take this very seriously. The presentation is quite good.

Karen Larson (Budget Office):

- **CR:** We are in a CR through March 4th, and funding is tight. We could face a year-long CR. Peggy O'Lear will meet with offices and explain your funding levels.

IBB Director, Dick Lobo:

- **Passback:** 2012 passback is still embargoed, but the agency came out of it reasonably well.

Director, Office of Technology, Services, and Innovation, Andre Mendes:

- **Iran:** As of January 1st, we have a MW transmitter for Radio Farda into Iran. Gary Thatcher, Dick Lobo, and Dave Shiben have been working hard on this project.
- **North Korea:** Pending funding, there are some exciting new options for transmission into North Korea.
- **OCB:** Andre will be going to OCB on 1/17 for a week to do analysis on their technical infrastructure and make recommendations on distribution options.
- **Password Policy:** The agency will be putting a password policy into place soon, which will require complex passwords and changes to passwords on a 90 day basis.

Director, TSI Satellite Division, Dave Shiben:

- **Satellite for Cuba:** TSI is looking for ways to increase satellite transmission into Cuba. They will be able to send OCB's programming directly from here, saving money that can be put toward better direct to home transmission.

OCB Director of Administration, Irv Rubenstein:

- **New Programming:** OCB is putting emphasis on call-in programs, which have been quite successful recently. They also launched a women's program and are gearing all of their programming toward audience participation.
- **Research:** OCB management recently participated in very helpful focus groups with recent arrivals from Cuba, who shared information on how they consumed media on the island. In response, OCB launched a program to capitalize on a barter-based website that has grown in popularity.

Director, Office of Performance Review, Kelu Chao:

- **OCB Research:** OPR appreciated OCB management's participation in this round of focus groups, which has never happened before.
- **New Hire:** OPR recently hired an assistant managing editor from the Washington Post website, Chet Rhodes, who has a great deal of experience in news as well as significant technical skills. He is excited to be participating in VOA's Web 3.0 group.

IBB Director, Dick Lobo:

- **CFC:** The Combined Federal Campaign has been extended through January 17th.

Director, Office of Human Resources, Donna Grace:

- **Pay Freeze:** The pay freeze for federal employees was effective January 1st, and will be in place for the next 2 years. It only covers annual increases, not promotions, WGIs, step increases, awards, or bonuses.

Director, Office of New Media, Rebecca McMnamin:

- **Mobile:** As of this month, ONM is supporting 60 mobile sites across the BBG.
- **Hausa:** VOA Hausa mobile traffic in December compared favorably with its desktop traffic.

Camilla Hawthorne (Office of New Media):

- **Newsreader App:** ONM is working with the Chinese and Russian services on a newsreader app for the iPhone which will probably be launched in January. It has gone through a great deal of testing. The app will include a “report” feature to make it easy for people to submit user-generated content.

BBG Director of Public Affairs, Tish King:

- **Congressional Relations:** The BBG will be hosting an event for members of Congress and congressional staff on new tools and techniques in broadcasting. RFE/RL is planning the event, but all of the entities are participating.

Director, Office of Civil Rights, Delia Johnson:

- **MLK Program:** The MLK program will be Wednesday, January 12th at 10:30am. It’s co-sponsored with other SW agencies, but it will be in our auditorium. The keynote speaker will be Floyd Flake, and School Without Walls will provide the music.

IBB Director, Dick Lobo:

- **Thank You:** Thanks very much for a great last 3 months. 2011 will be an exciting year, and your help is needed to keep making the agency more fun and more relevant.