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Show Me Programs

Program Assessment

Broadcasting to East Asia and Eurasia

The Broadcasting Board of Governors broadcasts news and information to countries in East Asia and Eurasia in order to promote the open communication of information and ideas. Programming in several languages such as Chinese and Russian is broadcast via television, radio, and the internet.

PERFORMING

☆☆ Moderately Effective

- **The program has largely met its ambitious, long-term goals for increasing audience reach.** Due to difficulties in surveying certain target audiences--North Korea and China, for example--data are not available for a number of countries. Where data are available this program has achieved fair results, such as an increase in audience size in Indonesia from 3.7 million in 2002 to 6.3 million in 2005.
- **The program has improved efficiency.** It has cut costs by reducing the number of concurrent programs in the same language and by sharing program content from one broadcaster (such as Radio Free Europe/Radio Liberty) with another (such as the Voice of America).
- **Funding for this program needs to be more explicitly linked to the accomplishment of US broadcasting strategic objectives and performance goals.** It is not clear exactly how the program uses its budget and new programs to accomplish its objectives such as increasing audience size.

We are taking the following actions to improve the performance of the program:

- Ensuring that funding is linked to the accomplishment of relevant performance goals for increasing audience reach, especially in strategic locations in the Near East, South, Central Asia and Eurasia.
- Designing and implementing performance measures that assess the quality of the radio and television programs, as well as the views and opinions of listeners and viewers in East Asia and Eurasia.
- Revising the current agency strategic plan to build on a market-based approach to broadcasting.

• [Details and Current Status of this program assessment.](#)

- [How all Federal programs are assessed.](#)
- [Learn more about Broadcasting to East Asia and Eurasia.](#)

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