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EXPECT FEDERAL PROGRAMS TO PERFORM WELL, AND BETTER EVERY YEAR.

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## Program Assessment

### Broadcasting to Africa

Program

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The Broadcasting Board of Governors broadcasts news and information about the world and the United States to Africa, in order to promote the open communication of information and ideas. The Voice of America broadcasts shortwave, FM, and AM radio across the continent in languages such as English, French, Hausa, and Swahili.

#### PERFORMING

☆☆ Moderately Effective

Rating

[What This Rating Means](#)

- **This program has already surpassed its long-term goal to increase the size of its audience in Africa by 5%.** In 2002, this program had 34 million listeners in Africa; by 2008, this program's goal is to have 35.7 million listeners. In 2005, the program had 38.5 million listeners.
- **The cost of broadcasting English to Africa (per listener) has decreased by 82%, from \$1.15 per listener in 2003 to \$0.21 per listener in 2005.** This program monitors its own efficiency by calculating and comparing how much it costs to transmit each specific language program to Africa.
- **Funding for this program is not explicitly linked to the accomplishment of the program's performance goal: to target African broadcasting to areas prone to terror incidents, genocide or failed states.** It is not clear exactly how the program uses its budget and programs to target these areas.

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

Improvement Plan

[About Improvement Plans](#)

- Ensuring that funding is explicitly linked to the accomplishment of relevant performance goals, including increasing audience reach and targeting programs to priority countries and areas.
- Revising the current agency strategic plan to build on a market-based approach to broadcasting.
- Designing and implementing additional performance measures to assess the quality and credibility of the radio and television programs.

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- [Details and Current Status of this program assessment.](#)
- [How all Federal programs are assessed.](#)
- [Learn more about Broadcasting to Africa.](#)

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