

ExpectMore.gov

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

Getty Images

Show Me Programs

Program Assessment

Broadcasting to Latin America

Program

[View Similar Programs](#)

The Broadcasting Board of Governors broadcasts balanced news and information about the United States and the world to countries in Latin America, in order to promote the open communication of information and ideas. Programming in Spanish and Creole is broadcast via television, radio, and the internet.

PERFORMING

☆☆☆ Effective

Rating

[What This Rating Means](#)

- **This program is increasing the number of viewers and listeners in target countries.** In Haiti, the number of radio listeners has increased by 53% in one year, from 29.4% of the country's population in 2004 to 45% of the country's population in 2005.
- **The costs of broadcasting to Latin America, Cuba, and Haiti have increased slightly per listener from 2004 to 2005.** In 2005 the program put new organizational efficiencies in place such as sharing coverage of major news events, and costs are expected to go down in the future.
- **Funding for this program in 2007 will increase audience reach by 11% in strategic locations of Latin America.** In 2006, this program reached 5.5 million listeners and viewers; with additional broadcasts in Venezuela and enhanced transmission capabilities in Cuba, the program aims to add 1.1 million more listeners and viewers in 2007.

Improvement Plan

[About Improvement Plans](#)

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

- Providing advertisement and exposure on major networks for all new programming to ensure that audience awareness and program quality ratings improve.
- Cutting costs by fully implementing organizational efficiencies and reducing unnecessary redundancies.

[Learn More](#)

- **Details and Current Status of this program assessment.**
- How all Federal programs are assessed.
- Learn more about Broadcasting to Latin America.

The content on ExpectMore.gov is developed by the U.S. Office of Management and Budget and Federal agencies.

[FAQ](#) [Privacy](#) [Site Map](#) [Accessibility](#) [FOIA](#)