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Program Assessment

Broadcasting to Near East Asia and South Asia

Program

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The Broadcasting Board of Governors broadcasts news and information to Near East Asia and South Asia via the Voice of America radio and television, Radio Sawa, al-Hurra television, and Radio Free Europe, in order to promote the open communication of information and ideas.

Rating

[What This Rating Means](#)

PERFORMING

☆☆ Moderately Effective

- **The program has significantly increased its audience size over three years.** The combined, unduplicated weekly audience for Radio Sawa and al-Hurra television was 35 million in the Middle East in 2005, an increase from 2002 when al-Hurra television had 8.5 million regular viewers and Radio Sawa had 3.1 million regular listeners.
- **The cost of broadcasting to Pakistan (per listener) has decreased by 29%, from \$1.12 per listener in 2002 to \$0.80 per listener in 2004.** This program monitors its own efficiency by calculating and comparing how much it costs to transmit each specific language program to Near East Asia and South Asia.
- **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.

Improvement Plan

[About Improvement Plans](#)

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

- Ensuring that funding requests are linked to annual goals for increasing audience reach.
- Designing and implementing additional performance measures to assess the quality and credibility of the radio and television programs.
- Revising the current agency strategic plan to build on a market-based approach to broadcasting.

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- **Details and Current Status of this program assessment.**
- How all Federal programs are assessed.
- Learn more about Broadcasting to Near East Asia and South Asia.

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