



Broadcasting
Board of
Governors

About Us



Mission

To inform, engage, and connect people around the world in support of freedom and democracy.



MBN

IBB



Broadcasting Board of Governors

The BBG is the independent federal government agency that oversees all U.S. civilian international media. BBG is also the name of the board that governs the agency.

BBG networks are trusted news sources, providing high-quality journalism and programming to more than 215 million people each week. They are leading channels for information about the United States as well as independent platforms for freedom of expression and free press.

Weekly BBG Global Audience
215m Unduplicated Across All Media

TELEVISION
124m

RADIO
111m

INTERNET
25m

Our Worldwide Networks

Supported by the International Broadcasting Bureau (IBB) and Technology, Services and Innovation (TSI).

Federal networks:

- Voice of America (VOA)
- Office of Cuba Broadcasting (OCB)

Non-profit grantees:

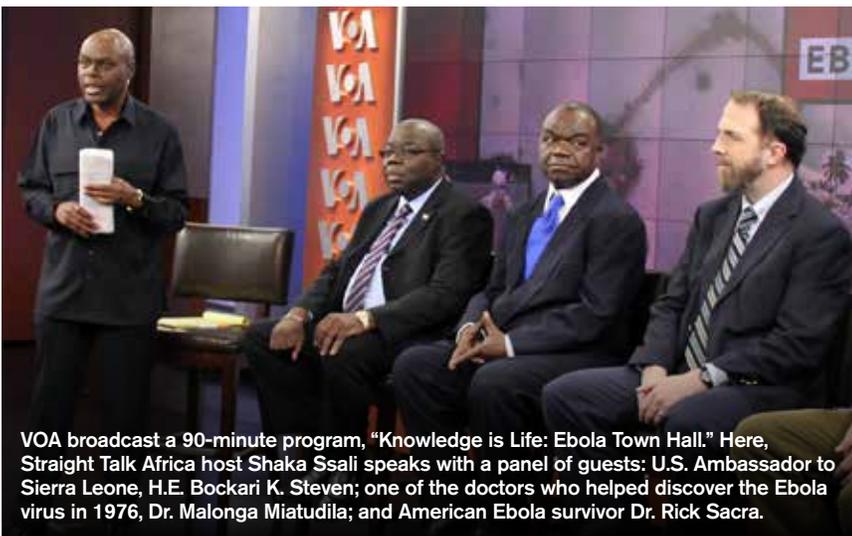
- Radio Free Europe/Radio Liberty (RFE/RL)
- Radio Free Asia (RFA)
- Middle East Broadcasting Networks (MBN)

VOA With a weekly audience of nearly 172 million people, VOA provides news and information in 45 languages to audiences in nearly 100 countries.

VOA is a trusted source for credible news and information. With a global network of reporters, a firm commitment to sound journalistic principles and support of free speech, VOA engages audiences in discussions about events around in the world.

Through innovative TV programming and diverse delivery platforms, VOA is attracting new and younger audiences in competitive markets such as Indonesia, Iran and Latin America. Audiences accessing VOA using mobile devices and social media grew immensely in the past year.

VOA has a global network of FM affiliate partners as well as wholly-owned FM stations. VOA's role as a shortwave broadcaster remains at the forefront in certain markets, including information-deprived societies such as North Korea and Tibet.



VOA broadcast a 90-minute program, "Knowledge is Life: Ebola Town Hall." Here, Straight Talk Africa host Shaka Ssali speaks with a panel of guests: U.S. Ambassador to Sierra Leone, H.E. Bockari K. Steven; one of the doctors who helped discover the Ebola virus in 1976, Dr. Malonga Miatudila; and American Ebola survivor Dr. Rick Sacra.



OCB is a multimedia hub of news, information and analysis that provides the Cuban people unbiased, objective information. Despite continuous jamming efforts by the Cuban government, Radio and TV Martí and martinoticias.com connect with audiences through a combination of high and low-tech approaches—satellite television, shortwave and AM radio, the Internet, flash drives, DVDs, email and SMS.

OCB covers Cuba with the largest—if not the only—network of independent journalists on the island. Launched in 2014, the Martí's "Reporta Cuba" is a social platform that collects and amplifies content from dozens of citizen reporters.

215 MILLION PEOPLE*. 100 COUNTRIES. 61 LANGUAGES. EVERY WEEK.

The Martí's communicate with hundreds of thousands of Cubans each month through targeted emails, SMS and Piramideo, an online network free of government control that connects people across the island.

RFE/RL RFE/RL has an audience of 23.3 million people in 28 languages in 21 countries, including Ukraine, Russia, Iran, Iraq, Afghanistan, and Pakistan. RFE/RL journalists provide what many people cannot get locally—uncensored local and regional news.

RFE/RL serves audiences where independent journalists often face profound risks. Headquartered in Prague with 19 bureaus across its broadcast region, RFE/RL's proximity to its audiences facilitates interaction and the production of unique, relevant and locally-oriented programming.

Using Internet, SMS text, online video, satellite radio and television, and social media networks, RFE/RL reaches people in some of the least developed and most closed societies.

RFA RFA reaches its target audiences in nine languages in six countries: China, North Korea, Myanmar, Cambodia, Laos, and Vietnam, providing them with uncensored, fact-based local news. Through online video, television, satellite, social media networks, and digital content, in addition to trusted shortwave and AM radio broadcasts, RFA delivers unique, award-winning journalism and a wide range of voices, opinions and perspectives from within Asia.

Headquartered in Washington, D.C., RFA has seven overseas bureaus and a vast network of correspondents. Call-in programs, multimedia reports, and interactive websites offer audiences an open forum in which they can freely express views and ideas. RFA reports are regularly cited by major domestic and international media outlets.



Alhurra has provided unbiased and complete reporting during recent turbulence in the Middle East. Here correspondent Hayder Alabdaly reports from Amman, Jordan, where police and security forces remain alert during a demonstration organized by the Muslim Brotherhood.

MBN MBN is an Arabic-language news organization with an audience of 29 million people in 22 countries in the Middle East and North Africa, all of which Freedom House deemed "not free" or "partially free" in 2014.

MBN brands include Alhurra Television, Alhurra-Iraq Television, Radio Sawa, and Afia Darfur along with Alhurra.com and RadioSawa.com. Its networks are frequently cited in the Arabic press as authoritative sources of news about the region and the U.S.

With contributions from reporters on the ground throughout the Middle East and North Africa, MBN produces programming at its headquarters in Northern Virginia and in Washington, D.C., Baghdad, Dubai, Beirut, Cairo and Jerusalem. MBN engages heavily with audiences across digital platforms, satellite and terrestrial TV, and AM and FM radio broadcasts.

Trusted, Valued Reporting Cited by:

New York Times, CNN, Washington Post, South China Morning Post, UPI, AP, Reuters, BBC, Yonhap, Wall Street Journal, Guardian, Al Jazeera, AFP, Yahoo, Korea Times, Cambodia Daily, NPR, Moscow Times, UPI, Al Arabiya.

TOP 5 BBG Audiences*

| | | |
|---|-------------|--------|
|  | Indonesia | 31.4 m |
|  | Nigeria | 16.4 m |
|  | Iran | 15.6 m |
|  | Mexico | 14.9 m |
|  | Afghanistan | 9.9 m |

BBG FY15 \$742m BUDGET · 3,590 STAFF

*In keeping with standards developed by the major western international broadcasters, BBG measures and reports unduplicated audience, meaning each individual, regardless of how many programs watched or listened to, or media platforms used, is counted only once.



Countering Online Censorship

In FY 2014, the Internet Anti-Censorship (IAC) team provided Internet censorship circumvention support to 21 language services, for audiences in 13 countries. For example, the team expanded use of a mobile application for Android devices that incorporates a social news reader, accepts user-generated content, and provides users in Iran with real-time chat functionality.

Above: While the coverage of the Hong Kong protests by international broadcasters such as CNN and BBC were blocked in China, Radio Free Asia and Voice of America reached mainland audiences on multiple media platforms.

Cover: Using lightweight mobile technology, RFE/RL reported breaking news and streamed live video from the Euromaidan protests in Ukraine.

How We Support Our Networks

IBB

The International Broadcasting Bureau (IBB) is responsible for BBG's strategic planning and oversight, and provides:

- Strategy, digital media development, marketing and program placement,
- Audience research and performance measurement,
- Workforce support services and business operations, and
- Oversight over grantee operations.

TSI

Technology, Services and Innovation (TSI) manages technical functions and agency infrastructure and IT, supporting the BBG networks by:

- Distributing content in the most cost-effective and efficient ways to audiences in more than 100 countries,
- Managing more than 90 transmitting sites worldwide that deliver shortwave, AM, FM, and TV broadcasts, and
- Operating a satellite network, Internet and mobile capability along with broadcast leases in 11 countries.

New Executive Leadership

In September 2015, John F. Lansing was named Chief Executive Officer and Director of the BBG. Lansing oversees all aspects of U.S. international media and provides day-to-day management of BBG's operations, including oversight of the technical, professional, and administrative support as well as strategic guidance and management of other programs.



Lansing brings a deep understanding of journalism from roles as an award-winning photojournalist and field producer, assignment manager, managing editor, and news director at several television stations early in his career. Prior to joining the BBG he served as President of Scripps Networks, and previously as President and Chief Executive Officer of Cable & Telecommunications Association for Marketing (CTAM).

Board of Governors

The bi-partisan board is comprised of nine members with expertise in the fields of mass communications, broadcast media, or international affairs. Eight members are appointed by the President and confirmed by the Senate. The ninth, the Secretary of State, serves *ex officio*. As of Feb. 1, 2015 there is one vacancy on the Board.

Board Members:

Jeff Shell, Chairman

Matthew Armstrong

Leon Aron

Ryan Crocker

Michael Kempner

Karen Kornbluh

Kenneth Weinstein

John Kerry (represented on the Board by the Under Secretary of State for Public Diplomacy and Public Affairs, Richard Stengel)

GLOBAL BBG DISTRIBUTION

4,100 hours
original programming each week

2,500 affiliates

197 transmitters

97 transmitting sites

14 satellites

6 marketing offices

5 networks