



# Impact Fact Sheet

**The BBG has always emphasized measuring the impact of its programs and activities, putting the audience first and holding itself accountable.**

The agency recently enhanced its comprehensive Impact Model to measure additional factors beyond audience reach and to place a greater emphasis on assessing and evaluating the impact BBG programming actually has on the lives of its audiences and their communities. Audience loyalty, content credibility, whether and how content is shared, how much audiences engage with content and whether actions (such as a policy change or a cultural shift) take place after consuming BBG content are some of the more than 40 indicators available in the research tool. This complex combination of qualitative and quantitative research has been designed with the BBG’s unique operating environments in mind and provides a strategic roadmap which will drive future strategy, implementation and review cycles.

This framework provides a common standard to define and measure impact across a variety of media platforms, in the 61 languages and more than 100 countries in which we broadcast.

## How is impact measured?

The Impact Model measures the BBG’s ability to achieve our mission. Are we informing, engaging and connecting with our audiences and are we influential in support of freedom and democracy?

The model examines 12 core and 28 optional quantitative and qualitative indicators to show network reach and effectiveness along the dimensions of our mission.

These measurements include a blend of quantitative survey data (BBG surveys, Gallup World Poll, Omnibus surveys), digital data (analytics, social media, ratings data) and qualitative anecdotal evidence (impact stories, news pick-ups, guest appearances).

## Impact Model

### Inform

*The BBG seeks to inform its audiences and to provide value to them.*

#### Reach Target Audiences

Measured by weekly reach and digital visits among general population, as well as, for example among particular audiences such as vernacular speakers, women, youth, influential individuals both online and off.

#### Provide Value

BBG networks strive to relay credible, objective and unique information with high broadcast quality.

### Engage/Connect

*The BBG seeks to engage and connect its audiences and the local media market, as well as to create loyalty.*

#### Engage Target Audiences

Audience shares something or talks with someone as a result of our weekly broadcasts. Audience recommends our broadcasts to others.

#### Connect Media Markets

Increased number of affiliates and content downloaded by affiliates. Other markers include increased content co-creation with affiliates and citizen journalism submissions.

#### Create Loyalty

BBG networks aim to be a preferred news source among weekly audiences, among the general population, and/or on a specific topic.

### Be Influential

*The BBG seeks to be influential in support of freedom and democracy with audiences, the media, and government.*

#### Be Influential with Audiences

Increase understanding of current events, U.S. society and U.S. foreign policy, as well as help users form opinions on important topics.

#### Be Influential with Media

Drive the news agenda, high profile news pick-ups, push for improvements in journalistic practices and influence on media operators.

#### Be Influential with Governments

Attention from public officials.

## Recent examples of the Impact Model in Action

### Inform

- According to the most recent Performance and Accountability Report, Voice of America (VOA) programs continue to hold a high level of credibility among its audience with 86 % of its weekly audience rating its programming as very or somewhat trustworthy.
- Middle East Broadcasting Network (MBN) exceeded its targeted weekly audience of 27 million, reaching an actual audience of 27.5 million. Much of the increase was due to a new website which attracted more than one million users in Morocco and Libya.



### Engage/Connect

**MBN's multimedia initiative Raise Your Voice-Iraq has provided a platform for Iraqis to share their thoughts and opinions on extremism and the underlying causes of terrorism.** In its first year, the radio call-in show has fielded more than 3,000 calls, while stories posted to its Facebook page have received some 350,000 comments and more than 100,000 shares.

- The social media arm of Current Time, a joint venture of Radio Free Europe/Radio Liberty (RFE/RL) and Voice of America, received an average of 120,000 weekly engagement actions on Facebook.
- A February 2016 survey shows that 94% of weekly users in Burundi plan to continue using VOA.

### Be Influential

- A Radio Free Asia investigation into two North Korean health clinics operating in Tanzania exposed malpractice and violations of local laws resulting in their closure.



**VOA's live town hall in September 2016**, connecting the President of Somalia with the diaspora community in Minnesota, received 300,000 online views and more than 18,000 audience engagement actions.

### **The Office of Cuba Broadcasting's (OCB) two-day conference on internet freedom in Cuba**

connected digital innovators and journalists for a free exchange of ideas and information, prompting response from the Cuban government.



### Learn more:

For more information, visit our Web site at <https://www.bbg.gov/our-work/impact-and-results/> or contact BBG Public Affairs at [publicaffairs@bbg.gov](mailto:publicaffairs@bbg.gov).