



USAGM ORIGINAL WEEKLY  
BROADCAST HOURS

# VOA URDU

## RADIO

3 HOURS PER DAY LIVE  
2 HOURS PRE-RECORDED,  
SEVEN DAYS PER WEEK ON  
MEDIUM WAVE, SHORTWAVE,  
AND THE INTERNET

## TV

30 MINUTES  
M - F ON AAJ TELEVISION

# VOA DEEWA

## RADIO

6 HOURS PER DAY  
(REPEATED IN A 24-HOUR  
STREAM)  
SEVEN DAYS PER WEEK ON  
MEDIUM WAVE, SHORTWAVE,  
AND THE INTERNET

## TV

3 HOURS RADIO-ON-TV  
PER DAY ON DIRECT-TO-HOME  
SATELLITE

# RFE RADIO MASHAAL

## RADIO

54.1 HOURS/WEEK  
TOTAL BROADCAST: 63 HOURS/  
WEEK

WEEKLY REACH: 800,000

## PAKISTAN

Pakistan has an increasingly vibrant media sector that presents a range of news and opinions, but state agencies can curb media content through a variety of laws and regulations when they deem it necessary. And there is a history of violence and intimidation selectively directed against media figures by military intelligence agencies and violent extremist groups. (Freedom House: Freedom in the World Report 2018) While the killing of journalists in retaliation for their work has declined in recent years, impunity remains an issue (Committee to Protect Journalists). This presents challenges and opportunities for U.S.-supported international media efforts.



Pakistanis aged 15-24 account for about 65 percent of the country’s entire population. Television and radio are still popular means to reach audiences but at the same time, cell phone use in Pakistan is skyrocketing, with 125.9 million cellular phone users, and young people over-index as cell phone users. The U.S. Agency for Global Media’s (USAGM) strategy for Pakistan is to tap into the youth population through innovative multimedia programming. They actively use the Internet and digital media to get news and information, and engage in conversations about national, social and local issues via social media, fueled by frenzied 24/7 news coverage on private and public TV news channels.

In its effort to provide alternatives to extremist ideologies, attacks on free expression, and anti-American sentiments, which flourish within Pakistan, USAGM is also making a concerted effort to develop a counter-narrative through its original programming. A second target audience is the “doubters”: the segment within the broad population which echoes the country’s predominant anti-American sentiments, but which does not hold those beliefs strongly.

# USAGM NETWORK

IN PAKISTAN  
ON SOCIAL  
MEDIA

350  
MILLION

TOTAL VIDEO  
VIEWS ACROSS ALL  
PLATFORMS

+14%

FACEBOOK WEEKLY  
GROWTH \*

+63%

TWITTER WEEKLY  
GROWTH \*

+80%

INSTAGRAM WEEKLY  
GROWTH \*

\* Growth over Last 12 Months

## VOICE OF AMERICA

The Voice of America (VOA) Urdu Service broadcasts via live programming and pre-recorded programming for radio, a half-hour television magazine and a full service website with news, entertainment and multimedia products, and live streaming of important events. Radio content includes regional and international news, with reports from VOA correspondents and stringers in Islamabad, Lahore, Karachi, Peshawar, Quetta, London, and New Delhi. In addition to hard news, broadcasts include regular news backgrounders, news analysis and interviews with U.S., Pakistani, and Indian Americans, as well as diaspora based in Europe and elsewhere. VOA Urdu Service targets a younger audience through its TV show (View 360), live radio programs, and innovative web products. The Service is active on Facebook, Instagram, YouTube, and Twitter.

VOA's Deewa Service targets audiences in Federally Administered Tribal Areas (FATA) of Pakistan through broadcasts on radio, television and via a dynamic, interactive website with stories on the region, world, US politics, Americana, women's issues, local culture, film, and sports. The website posts video webcasts and is introducing a blog that reflects on the views of Pakistan's liberal thinkers and reasonable voices. The website streams all its TV and radio shows, and it has an archive of old programs. The service is active on Twitter and Facebook where it engages youth, women and opinion makers on important political, economic and social issues. The service's Facebook conferences and twitter chats are popular segments, and it has its own fan page on Facebook and separate fan pages for all of its six major talk shows.

## RADIO FREE EUROPE/RADIO LIBERTY

RFE/RL's service to Pakistan's Tribal Areas, Radio Mashaal, provides news and local coverage as an alternative to extremist propaganda in Pakistan's Khyber Pakhtunkhwa province and FATA along the country's border with Afghanistan. Because radio is still the primary source of information in the region, Mashaal successfully challenges extremist propaganda by holding live roundtable debates, organizing interactive call-in shows and producing special features without fear or intimidation. Mashaal reports on topics that local press in Pakistan will not cover out of fear of violent retribution. These fears are not unfounded, as in 2017, no fewer than four Radio Mashaal journalists have been threatened, stalked, kidnapped for up to 72 hours, shot at, or otherwise harassed, both by the Taliban and by Pakistani intelligence agency officials. In January 2018, Pakistan's Interior Ministry shut down Radio Mashaal's offices in Islamabad, on orders from the country's secret service agency, the ISI.

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U.S. AGENCY FOR  
GLOBAL MEDIA

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