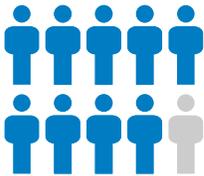
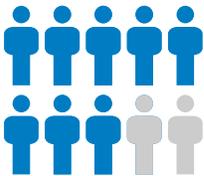


MORE THAN EIGHT IN TEN WEEKLY USERS SAID THAT VOA'S NEWS INCREASED THEIR UNDERSTANDING OF AMERICAN SOCIETY



NINE IN TEN WEEKLY USERS REPORTED THAT VOA NEWS HELPED THEM FORM OPINIONS ON IMPORTANT TOPICS



EIGHT IN TEN VOA USERS SHARE NEWS FROM THE NETWORK WEEKLY

## Ethiopia

With a population of nearly 100 million people and its location neighboring Eritrea and Somalia in the Horn of Africa, Ethiopia is strategically important for U.S. foreign policy, including U.S. efforts in countering violent extremism. The United States supports security and political stability in Ethiopia, and the U.S. Agency for Global Media contributes to these goals through the Voice of America (VOA) which aims to inform and engage target populations in support of freedom and democracy. VOA delivers reporting and other programming on a range of topics such as combating violent extremism, anti-corruption, press freedom, to key audiences. In Ethiopia, leadership changes of the dominant party have opened up the media landscape significantly. Within this growing competitive landscape VOA aims to capture the attention of a majority youth population, while remaining unbiased, and maintaining trust among its long standing audience in a media environment that includes well-funded national and local government broadcasters.



## Programming

**The Horn of Africa Service** broadcasts to Ethiopia and Eritrea on radio in three languages: Amharic, Afan Oromo, and Tigrigna. Amharic programming is aimed at the more than 100 million people living in Ethiopia and Eritrea. Afan Oromo is directed at Ethiopians living in the Oromia region of Ethiopia, where it is spoken by an estimated 37 percent of residents. Tigrigna is heard throughout the Tigray region in northern Ethiopia and in Eritrea.

The service's shortwave, medium wave and satellite audio transmissions are bolstered by a mix of digital, mobile, and social media, including a newly launched mobile app. Programming includes news and current affairs reporting, a music show, and call-in

**7.5**  
MILLION  
VOA'S WEEKLY  
AUDIENCE  
OR **12.3%** OF THE  
POPULATION\*

**6.9**  
MILLION RADIO  
AUDIENCE

**2.9**  
MILLION  
AND GROWING  
TV AUDIENCE

OVERALL  
AUDIENCE  
INCREASED

**31%**  
IN JUST TWO  
YEARS

\* RESEARCH BASED ON  
SURVEY APRIL-JUNE 2018

or panel discussion segments on such topics as Eritrean and Ethiopian migrants, entrepreneurship, technology and innovation, local governance, health, music, and life in America. There is a fast-paced 30-minute Amharic language youth program “Gabin VOA” is aimed at the young people who comprise 70 percent of the population in Ethiopia and Eritrea. The program explores a range of topics that impact the lives of young people in the region and gives them a forum for discussion and expressing their views.

All three language services operate and regularly update websites, maintain Facebook pages and Twitter and YouTube accounts.

**English to Africa** English-language-programming targets young and educated Africans - students, government officials, and young entrepreneurs - by offering highly targeted programs on the critical developments in Africa and the world to create a better understanding of these issues and developments.

On radio, English to Africa features a mix of news, discussion, and music programming. Topics include: straight news, lifestyle, health, youth, politics, sports and music programs. On television, programming includes a mix of news magazines, current affairs, music, and entertainment programs. VOA also produces compelling, groundbreaking documentaries focusing on important issues and events. A significant VOA strategy for English-speaking Africa is to tap into an estimated 50 million television homes through interesting content, and potential co-production.

VOAafrica.com is a full service news webpage with constant updates of stories, program links, audio/video streaming, special reports & graphics, and other content from across VOA targeted to the African audience. VOA’s mobile app allows individuals to follow the news on the go. On Facebook, listeners and viewers can share their views on their favorite programs. The service has active Blogs, and posts television content on YouTube, and radio content is podcast. Where possible, SMS headline news is delivered to mobile subscribers.

**VOA Somali** programming targets Somalia and neighboring countries with Somali diaspora including in Ethiopia. VOA Somali radio programs focus on a wide range of Somali affairs, covering political and social issues, health topics, development, music and culture. Panel discussions, debates, interviews with newsmakers, and call-ins encourage Somalis – both leaders and the general audience – to express their opinions on topics of interest. People who drive the news, from the Somali President to insurgents, are interviewed.

VOA Somali programs air on AM, FM, shortwave radio and the Internet. The service produces a 15-minute weekly TV show, Qubanaha (“Magazine”). News is also accessible on mobile devices. Somali broadcasts are also streamed on the service’s website, making them available to the Somali Diaspora of more than one million people worldwide.

2 / 2019

