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Development Highlights, 2019-2021

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The Broadcasting Board of Governors (BBG)
FOIA/Privacy Act Officer
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U.S. AGENCY FOR
GLOBAL MEDIA

Office of the General Counsel
Freedom of Information Act Office

330 Independence Avenue SW | Washington, DC 20237 | usagm.gov

October 4, 2022

Via email

RE: Request Pursuant to the Freedom of Information Act – FOIA21-101

This letter is in response to your Freedom of Information Act (FOIA) request dated August 4, 2021, to the U.S. Agency for Global Media (USAGM), which the Agency received the same business day.

In your request, you asked for:

“A copy of the TSI Business Development Highlights document for each month during the period January 2019 to the present.”

The Agency has completed its search for and review of records responsive to your request. Enclosed are copies of documents responsive to your request. We have redacted the information under FOIA Exemptions [(b)(6) (protecting information, the release of which would constitute a clearly unwarranted invasion of personal privacy); (b)(5) (protecting deliberate and pre-decisional materials, the release of which would harm the deliberative process); and under (b)(4) (protects (1) trade secrets and (2) information which is (a) commercial or financial, (b) obtained from a person and (c) privileged or confidential)]. As part of our (b)(4) analysis, we considered the harm that would be caused if the agency did not redact the names of affiliates, who could be targets of actors who want VOA content removed.

The Agency is waiving all fees for this request and the enclosed records are provided to you at no charge.

This concludes the Agency’s response to your request, and it is now closed.



For further assistance or to discuss any aspect of your request, you may contact me at foia@usagm.gov or 202-920-2448. You also may contact USAGM'S FOIA Liaison, Stephen McGinley, with questions about pending FOIA matters at smcginley@usagm.gov or 202-920-2366. Additionally, you may contact the Office of Government Information Services (OGIS) at the National Archives and Records Administration to inquire about the FOIA mediation services they offer:

Office of Government Information Services National Archives
and Records Administration
8601 Adelphi Road-OGIS
College Park, Maryland 20740-6001
E-mail: ogis@nara.gov;
Telephone: 202-741-5770
Toll free: 1 877-684-6448
Facsimile: 202-741-5769

Finally, if you are not satisfied with this response to your request, you may file an administrative appeal with the Agency by writing to: Chairperson, Access Appeal Committee, USAGM, Suite 3349, 330 Independence Avenue, SW, Washington, DC 20237. Your appeal **must be transmitted by email within 90 days** of the date of this letter.

Again, if you have any questions regarding your request, please contact me at (202) 203-4550 or the Office of the General Counsel at the above address or at foia@usagm.gov.

Sincerely,



James McLaren
Acting Deputy General Counsel

Enclosures

Business Development Highlights 2019

Affiliates:

New Latin America Broadcast Agreements – BD signed broadcast agreements with five TV stations in Latin America including (b) (4), (b) (6) and (b) (4), (b) (6)

Zambia FM License Success – After two years of applying for an FM license in Lusaka, Zambia, the Independent Broadcasting Authority (IBA) of Zambia granted USAGM a conditional license pending payment of landing rights fees and annual operating fees before February 28, 2019. Other conditions include receiving USAGM annual budget reporting and being on air by June 1, 2019. BD Johannesburg is coordinating with embassy Lusaka to process payment and will send the necessary documents to IBA.

New Affiliate in Somalia – (b) (4), (b) (6) signed a broadcast agreement to become a VOA affiliate. The network is located in Central Somalia and has a network of four stations. The station will rebroadcast all VOA Somali programs and E2A's Daybreak Africa and Africa News tonight.

(b) (5)

Current Time Continues to Grow – BD has expanded affiliates for Current Time with new stations taking "Asia 360," VOA's "Great American Road Trip" programs, and "Details". Current Time now has 90 distributors in 20 countries and 50 affiliates (9 of them in Russia).

New VOA and RFA Burmese Affiliates – BD signed two radio stations in Thailand to carry VOA and RFA Burmese content to reach Burmese living inside of Thailand and Burmese along the Burma/Thailand border. The two affiliates are (b) (4), (b) (6) and (b) (4), (b) (6), Thailand.

Salesforce

- Salesforce is now officially in production.
- o Data migration has been completed.
- o Business Development core regional data entry editors have been on-boarded, training sessions are on-going.
- o All USAGM affiliate reporting information is generated through Salesforce.
- o Washington training blocks reserved every Monday and Thursday between 3 and 4 in the Business Development Conference room for all interested parties.
- o A training roadmap for enterprise users outside of Business Development is in the works starting in March.

Direct

- Direct affiliate usage continues to grow with a 68% increase in downloads calendar year over year.
- DGC discussions and feedback regarding the future of Direct and affiliate content distribution spearheaded by Business Development continues.
- Business Development working with Pangea team and other Stakeholders continue to develop and rollout system improvements to usagmdirect.com.

Burundi Health Training – Despite a tough political climate, twenty five journalists from across Burundi attended a two-day health seminar that focused on HIV/AIDS and gender-based violence. The training was part of a State Department-sponsored project to increase health stories on radio, TV and online in Burundi.

Additional Funding for Anti-Narcotics Coverage in Afghanistan – The success of USAGM’s coverage of narcotics in Afghanistan (VOA and RFE) prompted the State Department to increase funding for radio, TV coverage of issues related to the narcotics trade (health, criminal justice, agriculture)

Business Development Highlights 2019

Affiliates:

BD Director Leads Delegations to Myanmar/Cambodia -- OBD director (b) (6) led delegations in Cambodia to the Minister of Information and the Director of the Department of Taxation, succeeding in moving forward a stalled process of registration of VOA with both entities. These actions are part of a multi step process to return VOA and RFA to FM radio. (b) (6) also led meetings with key affiliates Beehive Radio and Women's Media Center, who confirmed their ability and readiness to resume broadcast after confirmation received from Ministry of Information.

BD Finds Opening in Ethiopia -- The Office of Business Development just signed VOA's first Amharic language affiliate in Ethiopia with (b) (6) and (b) (6). The agreement is notable for the decision to take live VOA Amharic news programming on radio, and on TV to use VOA news stories and packages versioned into Amharic. The broadcast agreement signed in March covers FM transmission through stations in Addis Ababa, Adama, Hawassa, Dibre Birhan, Dire Dawa and Gondor. The country has only 9 commercial FM and 20 commercial TV stations, so this presents a wonderful opportunity for VOA to significantly grow its audience, which is already relatively impressive on SW and MW.

Bringing Latin American Media in Crisis to the Table -- Venezuelan/Nicaraguan Affiliate Conference -- BD's Latam Regional Marketing Office hosted a 3-day conference at Washington headquarters for visiting Nicaraguan/Venezuelan affiliates, all of whom have been experiencing media repression in their home countries. The conference included meetings with USAGM and VOA leadership, training with GEC on misinformation, and meetings outside of USAGM with InterAmerican Dialog, the National Endowment for Democracy, and U.S. Congressional staff.

Training:

Development Director Leads Delegation to Zimbabwe -- (b) (6) led a delegation from the International Republican Institute to Zimbabwe to conduct an in-depth media assessment. She met with a range of journalists and government officials

Public/Private Partnership Push -- The development office pursued a number of partnerships, including meeting with the Deputy Director of USAID and attending the State Department's public/private partnerships

OTT:

(b) (5)

Salesforce/USAGM Direct:

- Salesforce adoption continues with licenses granted to the Office of Policy & Research. Requirements are being gathered for Salesforce data integrations both into and out of Salesforce.
- Salesforce Eurasia Country Rep deep-dive training kicked off, specifically focusing on marketing & sales workflow management.
- Business Development assisted finalizing the Peach content distribution replacement contract. The Vendor selected is [Frame.io](#).

(b) (6), (b) (5)

Business Development Highlights April 2019

Affiliates:

(b) (4), (b) (6) Agreement in the Final Stretch -- BD's Regional Marketing Officer (b) (6) and Country Representative (b) (6) traveled to Bangladesh in April to further negotiations for VOA Rohingya broadcasts on the national network's transmitter in Cox's Bazaar. They successfully negotiated support from (b) (4), (b) (6) directorate and the agreement is currently awaiting Ministry of Information approval.

AIL Paraguay Conference -- BD's Regional Marketing Officer (b) (6) attended the AIL meeting in Paraguay this month. AIL is an organization of Latin American media organizations. (b) (6) was able to meet with nearly two dozen high profile stations at the event and have one on one meetings with these current and potential VOA Spanish affiliates.

Ethiopian VIP Visit in DC -- BD's Headquarters team organized and hosted a visit by USAGM's new affiliate partner in Ethiopia, (b) (4), (b) (6) (b) (6), CEO and owner of (b) (4), (b) (6) the parent company of (b) (4), (b) (6), met with BD leadership, the VOA Africa Division, and VOA and USAGM management during his visit.

(b) (4), (b) (6) Agreement to Carry RFA TV Signed -- BD finalized a broadcast agreement with (b) (4), (b) (6) to begin to air Radio Free Asia's Burmese language TV programming once again. The agreement was signed the last week of April.

MIPTV Tradeshow -- BD's Regional Marketing Officer (b) (6) and BD's (b) (6) attended the MIPTV and MIPDOC shows in France. The intent was to both present USAGM broadcast content to buyers at the show, but it was also to explore opportunities for co-production and acquisition of mission-related content for our 24/7s, video-on-demand platforms, and other agency platforms.

Training:

Kenya Training -- BD organized a three-day training on polio and health for 17 VOA Somali and Horn of Africa journalists. The training, part of the CDC-funded polio project, included trainers from CDC in Atlanta and WHO and UNICEF in Nairobi. The group explored immunization and polio and brainstormed about stories. (b) (6), VOA Somali chief, and (b) (6) and (b) (6) from BD attended.

Somalia Workshop -- As part of a State Department-funded project on countering violent extremism in Somalia, BD organized a workshop for four members of Somalia's Ministry of Information. The event focused on crisis communication and improving ways of delivering news to people. The workshop was held April 24-26.

Nigeria Training -- About 20 people from VOA affiliate stations participated in a Digital Media workshop organized by BD's (b) (6) and (b) (6). The event, held at partner station Channels TV, looked at ways stations can better use digital products to distribute information and earn revenue.

OTT:

(b) (5)

Salesforce/USAGM Direct:

- Salesforce country representative trainings continue
- Salesforce accounts issued to Office of Policy and Research with collaboration efforts to get relevant audience research from OPR into Salesforce.
- Salesforce USAGM Public Affairs office requirements regarding contact management completed.
- (b) (5)
- USAGM Direct existing system general site improvements with Digital Governance Council approval due early summer

Business Development Highlights May 2019

Affiliates:

Delegation Visit to Cambodia/FM Affiliate Path Clear – A USAGM delegation, including BD Operating Manager (b) (6), traveled to Cambodia in May to meet with the Cambodian Ministry of Information to negotiate a path for VOA to register as a media organization in Cambodia. This effort was successful, and a VOA registration has been approved by the MOI. This clears the path for BD to return VOA Khmer broadcasts to FM affiliates in the country. BD is currently in communication with affiliates on the path forward.

Costa Rica Affiliate Conference – The BD Latin America Marketing Office hosted an affiliate conference in San Jose, Costa Rica May 27-31. Around 30 affiliates from the Central America region were invited. Part of the meeting focused on content feedback, which the LATAM RMO is compiling to feed into BD's Content Feedback Loop.

(b) (4), (b) (6) **Force Majeure** -- VOA Urdu TV affiliate (b) (4), (b) (6) was pushed off the air on cable systems in Pakistan after it refused to drop the VOA program from its lineup. BD's Eurasia Regional Marketing Officer (b) (6) has stayed in touch with the affiliate. They have since been put back on cable systems, but they are unable, due to force majeure, to air the VOA Urdu program at this time.

NexTV Capetown and DISCOP Abidjan -- BD West Africa Regional Marketing Officer (b) (6) attended the NexTV CEO conference in Capetown, South Africa May 14-16. The event brought together leading OTT, Free to Air, Pay TV, and Satellite operators, among other participants. In May, (b) (6) and her team also attended and hosted a booth at the DISCOP Abidjan media tradeshow. At both events BD held several meetings with current and potential partners. Trip reports are available upon request.

New Somali Affiliate – BD South/East Africa Regional Marketing Officer (b) (6) signed a new affiliate agreement for placement of VOA Somali TV and Radio programs on (b) (4), (b) (6) headquarters are in Mogadishu, with radio stations in the following areas: Mogadishu, Jowhar, Baidoa, Adado, and Dusamareb.

(b) (4), (b) (6) – The BD South/East Africa office is close to finalizing a broadcast agreement with (b) (4), (b) (6), a DTH satellite company that services Francophone Africa. They have agreed to add the VOA French to Africa audio stream to their bouquet. BD is finalizing the deal, and we hope for a launch on September 1, 2019. (b) (4), (b) (6) has been present on the African continent for over twenty years and, to date, is broadcast in over twenty-five countries, through twelve subsidiaries and more than thirty partners and distributors. The group is the leading pay-TV operator via satellite in French-speaking Africa and totaled 4.1 million subscribers as of December 2018.

Training:

Uzbekistan Conference -- BD organized a successful conference on Uzbekistan in coordination with (b) (6). The conference, which featured the Uzbek ambassador, an NSC official and a VOA Uzbek reporter, attracted a full house of over 100 people. Participants discussed reforms under way in Uzbekistan, including loosening of the media. However, RFE/RL's Uzbek website remains blocked.

Georgia Affiliate Training -- Georgia affiliates training. More than 25 people from affiliate stations participated in an affiliates conference in Georgia that focused on digital products. (b) (6) (b) (6) and (b) (6) served as trainers.

Polio CDC IAA -- BD negotiated a (b) (4) IAA with CDC to cover polio in Afghanistan and Pakistan. The money will focus on VOA programming, roundtables and town halls to encourage people to vaccinate their children. BD also worked on proposals for CDC that will provide funding to the VOA and RFE Ukrainian and Hausa services to cover the measles epidemic.

OTT:

· Martí successfully launched on their May 20th anniversary.

(b) (5)

· Q/A on Alhurra is done. Simply need to get together with MBN staff to curate accordingly, and they too should launch within a month.

· Circlingback with VOA staff to see if they platform could be of use to them as an overall brand, or even just a sub-brand such as the (b) (4)

(b) (5)

Salesforce:

- Salesforce East & Southern Africa Regional Rep Training in Cape Town.
- Salesforce Additional development contract has posted, vendor selection should be finalized in next couple of weeks.
- New affiliate usagmdirect.com request for information (RFI) to be posted at end of month.
- Current direct system redesign for language service landing pages going through testing

Business Development Highlights June 2019

Affiliates:

Placement in (Once Untouchable) Belarus -- The once untouchable market of Belarus has suddenly been opened to three Current Time programs (produced by the VOA Russian Service) that will be placed on the (b) (4), (b) (6) service. The programs are Details, Big American Road Trip and New York, New York. They will be available on Android, iOS, and Smart TV platforms. Previous attempts to place VOA Russian in this closed market have been short lived and it is hoped that this placement will bring more exposure to the Current Time brand in this key market.

Cape Town CEO Affiliate Conference – The Business Development Office in Johannesburg hosted a conference for VOA affiliate CEOs in Cape Town, South Africa June 6-9. CEOs from ten countries convened at the event and sessions focused on topics including: digital convergence, sales, audience mapping, budget and finance practices, digital investment, and digital campaigns. Discussions also included content feedback on VOA programming.

(b) (5)

(b) (4), (b) (6) **Transition Success** – Over the past six months, Business Development has been working closely with the TSI satellite team to transition all Asia affiliates (radio and TV) who had been using (b) (4), (b) (6) over to the new satellite paths. (b) (4), (b) (6) was turned off on June 11, and we are happy to report that we have had relatively few affiliates (2-3 only out of hundreds) report any issues. We continue to work with the TSI transmitting station technical staff to coordinate communication to resolve the remaining issues.

VOA Turkish Launches on (b) (4), (b) (6) – VOA's Turkish program Studyo VOA launched on Turkey's (b) (4), (b) (6) network on July 1, 2019. The 30-minute program will air Mon-Fri at 18:30-19:00 on the national network, and a 30-minute lifestyle and technology program, Gundem, will broadcast at the same time Sat-Sun. (b) (4), (b) (6) is a business channel launched last October aiming to bring economic and political-based news relevant to the lives of everyday Turks. It distributes and almost all national platforms, reaching an estimated 22 million households in the country.

New Kenya Placement – (b) (4), (b) (6) three TV channels – (b) (4), (b) (6), and (b) (4), (b) (6) – began airing VOA Africa programs in June. The network is part of (b) (4), (b) (6) are among the top 4 rated TV channels in Kenya, and they are broadcast across East Africa through (b) (4), (b) (6) such as (b) (4), (b) (6) and (b) (4), (b) (6) as well as on various cable companies in Kenya.

Haiti Reporters Attend DC Workshop -- During the week of June 24-28, 2019, ten reporters from across Haiti traveled to VOA headquarters in Washington, DC for a series of workshops on political journalism. VOA's Creole Service and USAGM Business Development prepared a curriculum that included best practices, interviewing techniques, writing for social media, mobile reporting, and fact checking. Participants also received lectures from journalists and lawyers, and they met with Congressional staff to discuss Congressional support for Haiti and Haiti initiatives.

Mali Affiliate Training -- The Business Development Office in West Africa organized and hosted training in Bamako, Mali, for our new affiliate (b) (4), (b) (6) - June 10-14. Twenty journalists attended. The workshop focused on filming and producing documentaries and magazine format TV show.

Ivory Coast Affiliate Training -- The Business Development Office in West Africa organized and hosted training for affiliate (b) (4), (b) (6) June 17-21. Thirteen TV station staff members attended. The weeklong workshop gave in-depth knowledge of the critical areas of TV programming. Areas covered included: Introduction to TV programming, Re-broadcasting policy for a thematic channel, The importance of the editorial line in the inventory of programs, Storing programs, monetizing programs, optimization of programs for a Government generalist TV station, how to retain and expand your audience, counter-programming, strategies, and techniques.

(b) (4), (b) (6) launch and VOA App Event (Burma) -- The Business Development office coordinated a display for VOA Learning English and English-to-Asia content at the recent launch event of VOA Burmese content on (b) (4), (b) (6). As a direct result, (b) (4), (b) (6) has indicated their hope to add VOA English to Asia content to their schedule. BD also coordinated and funded the production of brand items – pens and water bottles for VOA Burmese's new app promotion events in Rangoon and Mandalay also held in June. in Rangoon and Mandalay Burma in June and early July. BD's contributions to this project were coordinated by (b) (6) from the BD headquarters office.

Training:

GEC Training in Greece -- (b) (6) was a key presenter at a journalism training session in Thessaloniki, Greece organized by the Department of State's Global Engagement Center. The two-day program, designed to help journalists spot and eliminate disinformation, was for media professionals from Greece and North Macedonia.

OTT:

- Working with (b) (6) 's team in TSI for additional FISMA/Security certification of the project
- Ongoing development with Alhurra and RFA – target launch date for Alhurra is Sept 1. RFA may be around the same date.
- Ongoing discussion with VOA.

(b) (5)

- Training Afghan journalists for (b) (6)'s team July 16-18 in Dubai.

Salesforce:

(b) (5)

- Shared app for OPA and OPR and app for Media training in progress.

Direct

(b) (5)

Amazon

(b) (5)

Business Development Highlights June/July 2019

Affiliates:

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Haiti Affiliate Conference -- Business Development's Latin America regional office organized an affiliate training the week of July 29 for 30 media representatives in Port-au-Prince Haiti.

French to Africa Conference – Business Development's West Africa regional office organized an affiliate conference for West African French-to-Africa affiliates in Abidjan, Cote d'Ivoire the week of July 29.

Training:

GEC Training in Greece -- (b) (6) was a key presenter at a journalism training session in Thessaloniki, Greece organized by the Department of State's Global Engagement Center. The

two-day program, designed to help journalists spot and eliminate disinformation, was for media professionals from Greece and North Macedonia.

Afghan Journalist Training -- (b) (6) trained VOA and RFE/RL Afghan journalists in mobile newsgathering and best practices related to Social Media at a State Department-funded session focused on the anti-narcotics beat. Sessions took place July 16-18 in Dubai. Attendees stressed their desire for additional training.

OTT:

(b) (5)

Salesforce:

(b) (5)

- Shared app for OPA and OPR and app for Media training in progress.

Direct

(b) (5)

Business Development Highlights - October and September 2019

MIPCOM Tradeshow 2019 - The Prague Marketing Office participated in MIPCOM again this year with an impressive booth that highlighted the Current Time documentary series, "InterNyet". The Prague team was accompanied by colleagues from Business Development, the VOA Russian Service, VOA Central News and Current Time. While there, USAGM Prague also organized for a hour-long screening of the "InterNyet" documentary which was well attended and helped to raise the exposure of the network further.

North Macedonia Marketing Trip - (b) (6) traveled to North Macedonia and Serbia this month for training in Skopje as well as several affiliate visits in both Skopje and Belgrade. The visit helped to reinforce the relationship between VOA, RFE/RL and their affiliates in the region and put some concrete opportunities for increasing live coverage in this region which is seeing an increase in Russian and Chinese influence.

/Current Time Agreement Finalized - At long last, (b) (6) has signed an affiliation agreement that was two years in the making. We negotiated the final placement cost to a fraction of the original request and lowered advance payment from one year in advance to one month. Current Time will be the in the second position for news channels right after Russia's own (b) (6). This is a huge, global win for Current Time. Essentially, all OTT placement for Russian content flows from this platform. It works like Amazon TV in that it hosts its own content as well as content from other OTT players like (b) (6). This essentially gives us two chances in one platform to reach our audience. Hats off to (b) (6) and (b) (6) from the office in Prague for their help and tenacity in getting this done.

(b) (4), (b) (6) Pakistan Restarted - VOA has restarted its affiliation with (b) (4), (b) (6) in Pakistan. With the

(b) (5)

Kyiv Media Week - The Prague office undertook several meetings in Ukraine as a part of Kyiv Media Week. With the help of the local representative, we were able to find partners for FM broadcasts in the Donbass which will include "Crimea Realities" and "Donbass Realities" in their program stream. BD also negotiated for increased placement of VOA content on long time affiliate (b) (6)

Kinshasa, DRC 24/7 FM - On October 18, VOA started broadcasting 24/7 into Kinshasa, DRC, the 2nd most populated city in Africa. Residents of Kinshasa can now listen to VOA French and Lingala programs live from Washington, DC. USAGM has been waiting for an FM license for Kinshasa for over 6 years. BD entered into a lease agreement leasing an FM frequency from its longest affiliate in DRC, (b) (4), (b) (6). Kinshasa is a city with over 7.5million inhabitants.

Democratic Republic of Congo Affiliates - Two affiliates have started broadcasting VOA Lingala news and health packages, (b) (4), (b) (6)

(b) (5)

South Sudan Affiliation – BD signed a broadcast agreement with the (b) (4), (b) (6)

(b) (4), (b) (6) to rebroadcast VOA’s South Sudan InFocus and Daybreak Africa. The group is made up of

(b) (4), (b) (6)

(b) (6)

This placement will give VOA significant reach into

South Sudan by reaching areas where cannot currently be heard. VOA’s South Sudan InFocus program is very popular in South Sudan.

(b) (5)

VOA Affiliate Training in Thailand – The VOA Thai Service and Business Development hosted a two-day affiliates training to its 47 radio, TV, and online affiliates in Bangkok on “Strategy to Grow Audience and Useful Journalistic Skills in the Digital Era.” USAGM OBD Asia Director, (b) (6), VOA Thai Service Chief, (b) (6), VOA EAP Division Director, (b) (6), and VOA English to Asia Chief, (b) (6) attended the training. The training was designed as a hands-on workshop where each participant was involved in team exercise activities. Participants provided constructive feedback on VOA contents.

VOA Affiliate Training in Indonesia – The VOA Indonesian Service hosted a two-day affiliates training for 198 of its radio and TV affiliates in Jogjakarta on “Press Freedom in the Digital Era.” USAGM OBD Asia Director, (b) (6), VOA Language Programming Deputy Director, (b) (6), VOA EAP Division Director, (b) (6), VOA Indonesia Service (b) (6), and VOA English to Asia Chief, (b) (6) attended the training. The training was

designed as panelist discussions where all participants were proactively share their knowledge and providing recommendation on facing its challenges.

(b) (4), (b) (6) – **VOA UNGA Special Coverage** – Business Development coordinated with VOA EAP and (b) (4), (b) (6) of India to co-produced special coverage on UNGA from the VOA studio in New York City. (b) (4), (b) (6) is an English news channel based in India reporting on global news and free to air via satellite in 37 countries. VOA and (b) (4), (b) (6) successfully conducted a one-week special coverage on UNGA with our host, (b) (6), (b) (4), (b) (6) reporter, and other experts as part of the panelists. This was a preliminary phase of the collaboration with (b) (4), (b) (6) and we're seeking for more opportunities for English to Asia placement on regular basis.

(b) (4), (b) (6) **“VOA Presents American English”** – BD signed an agreement with (b) (4), (b) (6) of Bangladesh to air “VOA Presents American English.” This program is an expansion of an existing “VOA English in 2 minutes.” (b) (4), (b) (6) received a lot of interests in the program; hence, they proposed a one-hour program, which includes interactive session with university students.

El Salvador “Roadshow” Marketing Trip - USAGM RMO, (b) (6), accompanied by two VOA Spanish representatives [VOA Spanish (b) (6) and (b) (6)], traveled to San Salvador, El Salvador to pay visits to nine current and one potential affiliates as well as the US Embassy PAO and staff.

During this trip, 12 promotional interviews were made in radio, television and social networks. In each program, we spoke about the journalistic mission of the Voice of America, the editorial values of the organization, and promote VOA contents and programs. Interviews range from 15 to 30 minutes each and one page in “La Prensa Grafica”:

[https://www.laprensagrafica.com/elsalvador/Que-dice-Estados-Unidos-Es-lo-que-analizamos-en-Foro-Interamericano-esto-dice-presentador-\(b\) \(6\) -20190919-0504.html](https://www.laprensagrafica.com/elsalvador/Que-dice-Estados-Unidos-Es-lo-que-analizamos-en-Foro-Interamericano-esto-dice-presentador-(b) (6) -20190919-0504.html)

Columbia Marketing Trip - USAGM RMO, (b) (6), traveled to Bogota, Colombia, to pay visits to current and potential affiliates as well as the US Embassy PAO and staff, to promote VOA content, as well as strengthen ties with some media affiliated with USAGM/VOA to promote new VA content on Venezuela (b) (4), (b) (6)

Hausa Affiliate Conference – The West Africa Business Development Office hosted a conference for thirty-five VOA Hausa affiliates from five countries, September 15 to 17. Countries represented were Niger, Nigeria, Ghana, Togo, and Senegal. Also in attendance were all VOA Hausa stringers and staff from the Abuja VOA News Bureau. VOA and BD staff gave presentations on VOA Africa Division and Learning English programming, and VOA’s Research department presented research data from USAGM’s recent Nigeria survey. Trainer, (b) (6), conducted two days of training on Newsroom Management and Digital Trends for Station Managers – the training was conducted in Hausa. The marketing team presented all affiliates with a personalized certificate of completion award.

VOA's Our Voices Road Show to Accra, Ghana and Abuja, Nigeria - BD organized a marketing roadshow for VOA's Our Voices program in September. Host and presenter, (b) (6) and co-host (b) (6) travelled to Accra, Ghana September 9-13, 2019 and Abuja, Nigeria September 14-18 to meet and engage with VOA TV affiliates in Accra and Abuja that air the show, to appear as guest on affiliate shows, to cover stories for future shows, and to learn about the Ghanaian and Nigerian markets. Our Voices team TV appearances included spots on (b) (4), (b) (6) Radio appearances included spots on (b) (4), (b) (6) . The Our Voices team also met over dinner with 13 prominent female journalists, broadcasters, and writers. This interaction provided a great networking opportunity for the VOA Team for future episodes of the show. Overall the roadshow was a great success.

November 2019 – Business Development Highlights

Discop 2019 Johannesburg - The West/Central and South/East Africa RMO offices attended the DISCOP Johannesburg trade event in November. USAGM BD hosted a booth at the show. The show was an opportunity to market VOA’s Africa-targeted programs, including VOA English to Africa’s new programs “Healthy Living” and “Red Carpet.” Several affiliate meetings took place during the event. A trip report is available upon request.

(b) (5)

Additional Broadcasts in Ethiopia - USAGM affiliate, (b) (4), (b) (6), started broadcasting VOA’s Top Hits Countdown music program on November 17. They are hoping to attract a young audience with this weekly American English music entertainment program.

Lusaka, (b) (4), (b) (6) Update - IBA (the Independent Broadcasting Authority), the agency which issues broadcast licenses in Zambia (b) (5)

(b) (5)

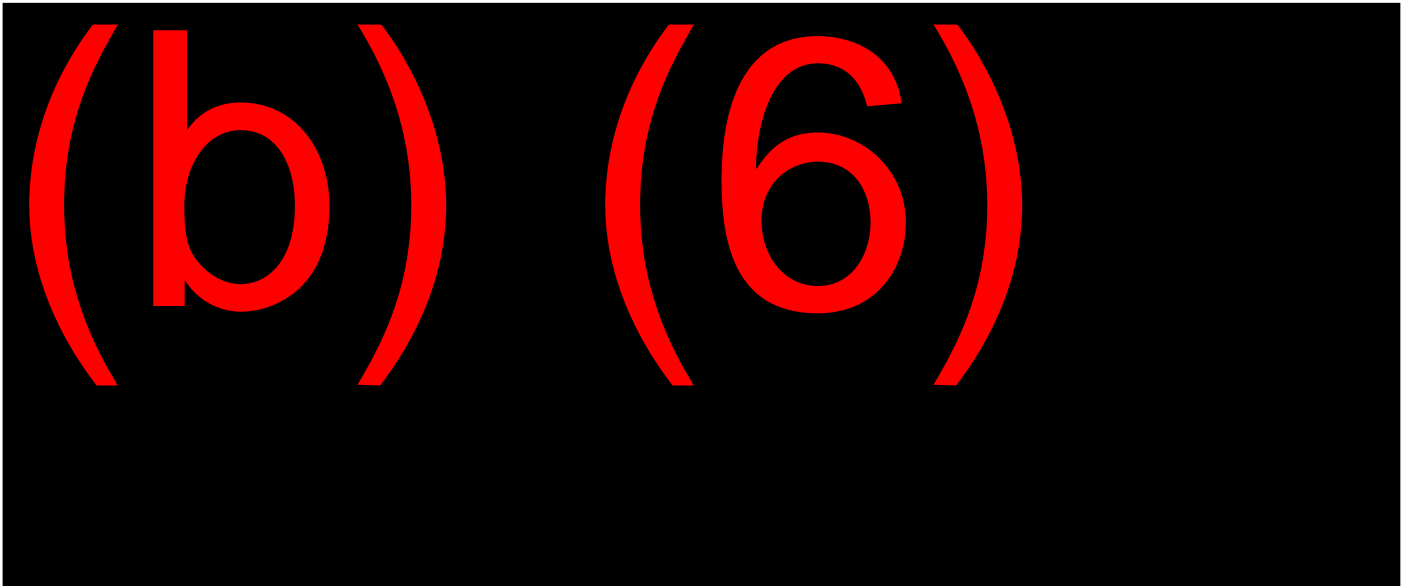
“Venezuela 360” Marketing - The Latam RMO Office is promoting a new Spanish show about Venezuela called “Venezuela 360” or “V-360.” A promotional campaign involved meetings with the Spanish Service Chief and Director, calling affiliates and conducting a focus group in Spanish. Results were presented to the Spanish Service Staff.

New Affiliates in Venezuela - As part of the new strategy for 2020, our office signed four (4) new agreements in Venezuela (b) (5)

(b) (4), (b) (6) **Affiliate Training (Cameroon)** – The Business Development Office in West Africa organized training for VOA affiliate (b) (4), (b) (6) in Douala, Cameroon, November 11-14. Twenty-five TV station journalists attended the 4-day event. Trainer (b) (6) led the workshop which focused on Reporting in Areas of Conflict. Countries depend on media professionals to report the news, inform, and educate. In conflict situations where the political and security issues are complicated special treatment must be addressed, the class set to discuss these subjects; what is conflict; how it starts, sources of violence, stages, medication, how the conflict ends, interest, needs and common ground, How the journalistic “rules of engagement” differ in zones of conflict, cross-cultural learning, avoiding spin, hate speech, and conflict-sensitive words and images. Further discussion followed on journalism and conflict; unintended influence, limitation, objectivity, making a difference, is the story fair, accurate, impact (b) (4), (b) (6) was greatly appreciative of the in-depth training for a much need subject in Cameroon.

Training continued in Cameroon for Affiliate (b) (4), (b) (6) – The Business Development Office in West Africa organized an additional training in Douala for VOA VIP affiliate (b) (4), (b) (6) Cameroon, November 18-21. Twenty radio station journalists attended the 4-day event. Trainer (b) (6) led the workshop which focused on Reporting in Areas of Conflict. Countries depend on media professionals to report the news, inform, and educate.

Two New Nigerian Regional Marketing Representative Join Team West Africa – Business Development welcomed (b) (6) and (b) (6) as new marketing representatives for Nigeria.



(b) (4), (b) (6) /VOA Learning English Trip - (b) (6) and (b) (6) traveled to Kyiv to pitch the inclusion of VOA Learning English in (b) (5). The fate of the cooperation is now with the Ministry of Education.

(b) (4), (b) (6) – The Prague RMO office represented USAGM and co-sponsored a conference at the 2019 (b) (4), (b) (6) event in November. They were also given a 20-minute presentation window. The presentation on USAGM and Current Time was well received. Many affiliate conversations were held during the event, which are listed in a trip report that is available upon request.

RMO for Asia Arrived at Post – BD’s new RMO for Asia, (b) (6), arrived at Post in Bangkok on Nov 2, completing her official transfer to the Bangkok office.

Asia Pacific Broadcasting Union (ABU) General Assembly - The BD Bangkok RMO office hosted a booth and co-sponsored a women’s forum at the 2019 ABU General Assembly meeting in Tokyo, Japan in November. There were several meetings with state-owned agencies in the region. A trip report has been prepared and is available upon request.

New Affiliate (b) (5)

(b) (5)

New Affiliate (Mongolia) - The BD Bangkok office signed an agreement with (b) (4), (b) (6) in Mongolia.



Business Development Highlights December 2019/January 2020

Eurasia:

Russia

- After several months of negotiations on contract language, the USAGM Prague office signed an agreement with [REDACTED] in Russia. They started running "Internyet" from December 23rd and the Vitaly Mansky program and Unknown Russia in January. This affiliation (b) (4), (b) (6) [REDACTED]

Latvia

- A contract has been sent to [REDACTED], which will pay for subtitling of Current Time Baltiya into Latvian as mandated by law. This move will put us back on this popular broadcaster in Latvia. [REDACTED] has repeatedly shown up in research as a key affiliate for Current Time's audience in Latvia. 42% of those who watch Current Time report seeing it on [REDACTED].

Uzbekistan

(b) (6), (b) (5)

Current Time

- The 2019 Current Time distribution year in review report was released this month. These are the current distribution counts: Affiliates (Individual Programs) – 54 Stations in 15 Countries. Providers (Full Channel) – 103 Distributors in 21 Countries + Regional Satellite. The CT report has been distributed and is available on request.

(b) (5)

(b) (5)

West Africa:

Nigeria

- An agreement with new affiliate (b) (6) was completed and signed in January. (b) (4), (b) (6)
The RMO Accra office is currently setting the station up with equipment to receive the programming.

(b) (5)

- Nigerian affiliate (b) (4), (b) (6) in Jos, Nigeria. The station selected *Our Voices*, *Taskar (Hausa)* and *Healthy Living*. Also in Jos, (b) (4), (b) (6)

Senegal

- The BD West Africa signed an affiliate agreement with two new Senegal stations, (b) (4), (b) (6) and (b) (4), (b) (6) will be airing Wolof programming, *Votre Sante*, and *Dialogue des Religions*. (b) (4), (b) (6)

(b) (4), (b) (6)

Ghana

- RMO (b) (6) in Accra coordinated affiliate visits for the host and presenter of VOA's *Music Time in Africa*, (b) (6), who travelled to Accra, Ghana. The purpose of the trip was to meet and engage with VOA radio affiliates in Accra, Tamale, and Cape Coast that air the show, appear as guest on affiliate shows, and cover stories for shows.

South/East Africa:

Tanzania

- *Our Voices* now has a placement on (b) (4), (b) (6) The show will be airing on Tuesdays and Wednesdays at 20:30 Hrs.

Kenya

- (b) (4), (b) (6) on Saturday January 11, 2020. (b) (4), (b) (6) reported the following: "Please see below ratings of

(b) (4), (b) (6)

Uganda

(b) (5)

East Asia Pacific:

(b) (6), (b) (5)

Singapore

- RMO [REDACTED] attended the Asia TV Forum. The RMO attended presentations and workshops and held a meeting with Facebook's News and Partnership office for the Asia Region. (b) (5)

Latin America:

El Salvador and Colombia

- From Jan 12th - Jan 17th, RMO [REDACTED] traveled with VOA Director Amanda Bennett to El Salvador and Colombia to attend several USAGM/VOA affiliate meetings coordinated by Business Development. In addition, Amanda Bennett participated in a conference, "The Role of Women in Media", as a keynote speaker. The USAGM/VOA group met with the Vice President of Colombia, Marta Lucia Ramirez, and the US Ambassadors to El Salvador and Colombia, where Amanda had the opportunity to discuss Freedom of the Press and the role of the women in media. They also traveled to the border with Venezuela to witness the reality of the migrants' situation.

Miami

- RMO [REDACTED] attended the annual NATPE tradeshow in Miami in January. At the event, he pursued new leads for VOA placement, meeting several media representatives and vendors for discussion. While in Miami, RMO [REDACTED] also met with Miami-based affiliates that broadcast into Venezuela and Nicaragua, who have offices in the city.



Business Development Highlights February 2020

West Africa:

Nigeria

- The Business Development Office in West Africa organized training for VOA Nigerian affiliates in Abuja, Nigeria, February 11-13. The workshop was a follow up training on Building Digital Capacity – Part I, which took place in April 2019. Twenty-four TV and radio stations' digital leaders attended the Part 2 event. The new VOA (b) (6) delivered a keynote address on new programs. Trainer (b) (6) led the workshop, which focused on expanding audience through digital platforms.

Ghana

- BD organized a weeklong training that took place February 24-28 for [REDACTED], which has agreed to be the Ghana affiliate for *StartUp Africa*. This new business-themed television series from the African Division tells stories about the challenges, hopes and fears faced by young tech entrepreneurs in Africa as they develop their startup from just an idea to a profitable business. The show will be a co-production with five African affiliate partner TV stations providing content for the show. Filmmaker, [REDACTED], provided the training with [REDACTED] Executive Producer of the show. [REDACTED] and [REDACTED] accompanied the groups during shooting and interviewing, and Todd guided the participants during editing sessions. The end result was a completed package for the first year's show. After training, the group will produce 3-stories per month for *StartUp Africa*.

Latin America:

Haiti

- Following a USAGM visit to Haiti last year, (b) (4), (b) (6) followed up with a visit to VOA headquarters in early February to learn more about VOA Creole's programming. He personally signed an affiliation agreement during the visit. In addition to [REDACTED], one of Haiti's top media platforms, USAGM signed an agreement with [REDACTED] a radio station in Haiti.

Nicaragua

- As part of its digital strategy, USAGM signed an agreement with [REDACTED], a news website in Nicaragua.

East Asia Pacific:

Bangladesh

- USAGM has awarded a one-year contract to extend VOA Bangla broadcasts on (b) (4), (b) (6) and (b) (4), (b) (6) and airs daily at 8:45am and 11:45pm local time. This is a continuation of a long-standing partnership since 2009.

India

- USAGM facilitated Washington Bureau requests for VOA from India-based news organizations (b) (4), (b) (6) and (b) (4), (b) (6) regarding President Trump's visit to India. VOA Correspondent (b) (6) conducted a live interview with (b) (4), (b) (6), and the VOA Urdu Service provided a story to (b) (4) in Hindi.

Indonesia

- The Business Development team collected feedback from affiliates about VOA programming late last year. This input was instructive for the VOA Indonesian Service, which recently revamped of its morning and evening radio programs.

Laos

- USAGM awarded a one-year modified contract to continue broadcasting on (b) (4), (b) (6) and (b) (4), (b) (6).

Thailand

- USAGM has awarded a one-year modified contract to continue VOA/RFA Burmese programs for (b) (4), (b) (6) and (b) (4), (b) (6) which are affiliates on the Thailand-Myanmar border.
- USAGM and VOA Thai participated in "VOA Thai Digital Classroom," which is a joint program between the US Embassy and VOA Thai for 60 journalism students from Thammasat University. The classroom was held via Skype at the US Embassy, and discussions touched on the US media landscape, media roles, press freedom and American society under President Trump's administration, and VOA's experience in covering the US election.

South/East Africa:

Ethiopia

- (b) (4), (b) (6), a VOA affiliate in Addis Ababa, started rebroadcasting *VOA1 The Hits*.

Tanzania

- *Duniani Leo* is now airing on (b) (4), (b) (6). This VOA Swahili program is broadcast Mondays through Fridays, 22:00-22:30. (b) (4), (b) (6) also began airing *Our Voices* last month.

Uganda

- USAGM Business Development and TSI continue to work closely with the U.S. mission in Uganda to see how to bring the license issuance to closure. The Regional Marketing

Officer submitted a proposal to meet the Uganda Communications Commission (UCC) to discuss discrepancies in the frequency availability.

- The USAGM Regional Marketing Officer received a request from the (b) (4), (b) (6) to co-produce a special with VOA to celebrate the 20th anniversary of *Straight Talk Africa*. VOA supports sending host (b) (6) with two other staffers to Uganda for promotional opportunities. While there will be no live broadcast from Uganda, the team will gather footage, which VOA will use on STA throughout the year, and (b) (6)'s appearances will be co-branded with STA.

Zanzibar

- (b) (4), (b) (6) to air on Tuesdays at 13:00 and a repeat on Wednesdays at 10:15. Also, (b) (4), (b) (6) USAGM's new affiliate in Zanzibar, started broadcasting VOA Swahili radio programs: *VOA Jioni*, *VOA Express* and *Kwa Undani*.

Zimbabwe:

- After several months of following up with (b) (4), (b) (6), they have finally reviewed the catalog of VOA programs and said they are interested in airing the following programs: *Our Voices*, *Healthy Living* and *The Worth of a Girl*. A broadcast agreement has been sent to them knowing it could take another few months for them to sign it. The station was awarded a license about two years ago, but they are currently only streaming their content online.

Eurasia:

Refugee Broadcasts

- The Prague office has signed an agreement with the (b) (4), (b) (6) which is an organization that works to coordinate and empower refugee broadcasters in Europe. The agreement paves the way for USAGM and VOA to work with refugee broadcasters in Spain, Slovenia and Italy in the year ahead and will give our organization the ability to speak to these broadcasters. This is an important step for USAGM efforts to reach refugees in Europe, as individual broadcasters are often suspicious of a US Government entity working with refugees in Europe. VOA's (b) (6) has been involved in and extremely supportive of this effort.

Russia

- (b) (4), (b) (6) after also having aired the *Internyet* documentary series. Additionally, (b) (4), (b) (6), Russia has been

(b) (4), (b) (6)
(b) (4), (b) (6)

Belarus

- After months of coordination, (b) (4), (b) (6) a nationwide digital on-demand provider in Belarus, has begun to offer two shows VOA produced for Current Time: *Great American Road Trip* and *Нью-Йорк, NEW YORK*. This deal has been years in the making and has been a true collaborative effort between the USAGM team in Prague, Current Time,

(b) (6) and the VOA Russian Service. To see USAGM products for offer on such a large OTT platform in the customarily closed market of Belarus is a significant breakthrough.

Trainings:

Somolia

- USAGM Business Development’s trainings team planned and organized a workshop for VOA's Somali journalists in Djibouti. The workshop, funded by the State Department, focused on developing feature stories that appeal to women and younger audiences, as well as improving digital and story-telling skills.

Af/Pak

- The team conducted negotiations with the CDC that led the Atlanta office to pledge (b) (4) in continued funding for coverage of polio and health issues in Pakistan and Afghanistan.

Partnerships

- The team led efforts to form partnerships with the Ukraine Ministry of Education, an investigative reporting organization in Kosovo, and (b) (4), (b) (6) regarding a project in Georgia. These mainly focus on content sharing with VOA.

(b) (5)

Affiliate Engagement:

Worth of a Girl Documentary

- On February 13, the USAGM Business Development Office sent an email blast to English language TV affiliates globally to offer the VOA special documentary *Worth of a Girl* in time for International Women’s Day on March 8. The South/East Africa office reported commitments from 3 affiliates (b) (4), (b) (6) for on or around March 8. The Eurasia, LatAm and South/East Asia offices indicated high interest in using the documentary but on condition of a versioned copy (sub-titles and/or dubbing). Some affiliates requested a script to attempt their own versioning. BD is requesting the VOA Directorate to share this with Division Directors.

“Lafiyarmu” (Healthy Living)

- The Business Development Office sent an announcement to VOA Hausa TV affiliates on February 25. The Regional Marketing Reps are actively following up with affiliates about taking the new series. (b) (4), (b) (6) wrote back directly to say they hope to take the program because health info is needed in the country.

Projects and Collaborations:

OTT Apps

- BD launched RFA's Over-the-Top (OTT) apps in major App Stores. Significant development has also been made on behalf of VOA, with an eye toward launching in time for the election. The primary roadblock at this time is integration with Voltron, but a solution is in sight. (b) (5)

Direct

- A New Affiliate IP Distribution System Request for Information (RFQ) was posted and closed on February 28. Response evaluations and market research are continuing through March.

Salesforce

- Salesforce material and a two-day training were organized and are scheduled for Monday and Tuesday, March 16 and 17.

System Security

- Business Development systems security is an on-going priority. The team is working closely with the TSI Security Policy and Compliance Division in order to update systems compliance records and remediate potential security risks.



Business Development Highlights March 2020

Latin America:

Guatemala

- RMO [REDACTED] traveled to Guatemala to strengthen affiliate relationships and offer new products and services to potential partners. During the trip, new affiliations were made with media outlets (b) (4), (b) (6), in addition to the signing of renewal agreements. (b) (4), (b) (6) in Guatemala and provides editorial support to (b) (4), (b) (6). The RMO also met with affiliates in Antigua and Huehuetenango, as well as with the US Embassy PAO and staff, with whom he discussed exchanging affiliate list information, experiences with affiliates, future trainings and the potential for an affiliate conference.

Regional

- During March, in addition to the affiliates in Guatemala, agreements were signed with (b) (4), (b) (6)

East Asia Pacific:

South Asia/Bangladesh

- RMO [REDACTED] and the East Asia Pacific team awarded a one-year agreement for a new program, the "American Hour," with (b) (4), (b) (6). This will be a 30-minute infotainment program consisting of VOA international news, Learning English programs, weekly updates on American culture, music, arts, and science & technology. This program will attract the younger generation in Bangladesh, which is consuming information via terrestrial and digital platforms. The program is planning to launch on April 9.

Eurasia:

Estonia

- [REDACTED] in Estonia will add *InterNYET: A History of The Russian Internet*. [REDACTED] is an important Current Time affiliate and is Estonia's state sponsored Russian language channel in this strategic market.

West Africa:

Ghana

- After several months of negotiations, the USAGM Accra office signed an agreement with (b) (4), (b) (6). The station is the first top radio affiliate in the capital of Ghana. USAGM's contractor completed the installation of the station's satellite dish and the receiver. The station started airing over 35 hours of VOA each week, including the following: *Sonny Side of Sports, Music Time in Africa, VOA Newscast, Nightline Africa, STA, International Edition, Health Chat, Upfront, Let's Talk, and Africa Music Mix.*

Nigeria

- RMO (b) (6) collaborated with (b) (4), (b) (6) on a weeklong training March 2-6 for the co-production *StartUp Africa*. The program will be a business-themed television series from the VOA African Division telling stories about the challenges, hopes, and fears faced by young tech entrepreneurs in Africa as they develop their startup from just an idea to a profitable business. The show will be a co-production with five African affiliate partner TV stations providing content, and (b) (4), (b) (6) has agreed to be the Nigerian affiliate. (b) (6), Executive Producer, and (b) (6), Multimedia Production Specialist/Tech Journalist, conducted the training with great success. The feedback from the workshop attendees was very positive and appreciative. (b) (6) and (b) (6) accompanied the groups during shooting and interviewing, and the result was a completed package for the first year's show. (b) (5)

Regional

- RMO (b) (6) worked with (b) (6), USAGM Satellite/Telecommunication Specialist, and the four USAGM technical contractors in West Africa for the new Ku-Band satellite migration pre-contract meetings, the scope of work documentation, and requests for proposals announcements. USAGM currently distributes video and audio content to USAGM affiliates via satellite throughout the region. Increasing numbers of re-broadcast affiliate stations throughout Sub-Saharan Africa are being negatively impacted by (b) (4), (b) (6). USAGM has decided to change the primary program content delivery mechanism from C-Band to Ku-Band satellite transponders. The RMO will serve as the Contracting Officer for the West and Central Africa conversation work.

South/East Africa:

Kenya

- (b) (4), (b) (6), which is part of the (b) (4), (b) (6), started airing VOA's *Africa 54* program. The program is broadcast Tuesdays through Saturdays at 6:30-7:00am. The four TV channels in the group (b) (4), (b) (6)

(b) (4), (b) (6)

Regional

- The VOA French audio stream can now be heard on (b) (4), (b) (6) satellite that is very popular in Sub-Saharan francophone countries around Africa. (b) (4), (b) (6) has been present on the African continent for over twenty years and is broadcast in over twenty-five countries to date. The Group is the leading DTH operator via satellite in French-speaking Africa and totaled 4.1 million subscribers at the end of December 2018.

Trainings:

Kosovo MOU

- USAGM's trainings team negotiated and signed a Partnership MOU with the (b) (4), (b) (6) to work on stories with VOA for distribution in Kosova and Albania.

Venezuela

- The team also worked with the State Department team on driving ideas for editorials and developed a plan for promotions and placement in Venezuela.

Affiliate Engagement:

VOA Africa Programming Change Updates

- The Business Development Affiliate Engagement and Content Marketing team worked with the VOA Africa Division to communicate their planned programming changes and production workarounds to the BD Africa Marketing Team and affiliates on March 16-17. The team also compiled a report from VOA Africa affiliates on programming and coverage per the Phase 2/3 implementation of the agency's contingency plan.

COVID-19 Email Campaigns

- The team also worked with BD colleagues to produce and share a letter from the VOA Director for all affiliates. Email blasts were sent in English and French to affiliates in Africa and were translated into other languages by the Regional Marketing Offices and shared with affiliates worldwide. Other email campaigns were communicated to Regional Marketing Teams for distribution. These included: 1) VOA COVID-19 Health PSAs & Continuous Coverage (global affiliate campaign) on March 30; 2) VOA Virtual Town Hall Meeting in English (VOA Special Projects), sent to BD Regional Offices for distribution to affiliates selectively on March 20; and 3) "The World vs COVID-19" NewsCenter campaign on VOA COVID-19 coverage in English via usagmdirect.com (global affiliate campaign) on March 12.

Projects and Collaborations:

OTT Apps

- The OTT project team is working to resolve content ingestion issues related to the Voltron CMS, as well as outstanding minor issues related to analytics. Once complete and through QA, they will move forward with the deployment of the Alhurra Apps. They continue to work with VOA on several feature sets as well as the Voltron ingestion issue. The next two

sprints are dedicated to cleaning up these issues. RFA and OCB have been launched on numerous platforms; the team anticipates adding RFA to LG and Samsung televisions shortly.

Salesforce Training

- Business Development successfully hosted a live online Salesforce training on March 16 and 17. Participants from every Business Development region including Asia, Africa, Eurasia, and Latam joined the Teams training event. While the trainer was previously scheduled to do the training from the Cohen building, she was able to conduct it from her home office in Florida.

Dalet

- Business Development, in coordination with the Digital Management Division/Dalet Team, have agreed to pilot a new product called Dalet Storefront. As an extension of the Dalet Galaxy suite of software, Dalet Storefront is an affiliate broadcast content fulfillment and delivery solution. The pilot will start in April beginning with English video.



Business Development Highlights April 2020

Latin America:

Mexico

- (b) (6) from TV affiliate (b) (4), (b) (6) sent positive feedback to USAGM's Business Development Office about its cooperation with VOA. She noted that the partnership has led to the sharing of many useful live and file reports. They continue to use Direct and are happy about the inclusion of transcripts. (b) (6) also praised VOA's COVID-19 coverage and mentioned her appreciation for the division's attentiveness to specific requests. She concluded, "I remind you that, for us, VOA is our correspondent in the United States, thanks for this and we hope that the COVID 19 pandemic will allow us to meet soon."

Regional

- The Latin American Information Alliance (AIL) members conference could not be held this year, but on Friday, April 24, VOA Latin American Division Director (b) (6) and USAGM Regional Marketing Officer (b) (6) attended the group's virtual conference. The organization includes 20 leading commercial TV news stations in the region, and VOA has signed agreements with each of them.

Columbia

- The Colombian Navy, which takes VOA content for its radio and television stations across Colombia, praised the "Marketing to Millennials" online training conducted by Regional Marketing Officer (b) (6) earlier this year for 60 communications professionals. "Your support and experience were vital for the strengthening of our institutional image and the effective positioning of the (b) (4), (b) (6) brand," wrote (b) (6) Chief of Strategic Communications.

East Asia Pacific:

Bangladesh

- VOA Bangla and (b) (4), (b) (6) launched a new co-produced 30-minute program, "American Hour," on April 26. This 30-minute weekly program consists of Learning English and Americana. Due to the Islamic fasting month

of Ramadan, the program airs on Sundays at 10:10am. Post Ramadan the program will air on Mondays at 6:10pm.

Cambodia

(b) (5)

Laos

- USAGM awarded a one-year lease renewal (option year 4) to (b) (4), (b) (6) to broadcast 30 minutes of VOA Lao's daily program. (b) (4), (b) (6) is a community station located near the Thai-Laos' first friendship bridge that links the two countries and on the opposite site of Vientiane, the capital of Laos. There is no language barrier between Thai and Lao; hence, (b) (4), (b) (6) can reach audiences within the two territories.

Sri Lanka

- USAGM signed a non-monetary agreement with (b) (4), (b) (6) to broadcast VOA Learning English programs. This is a collaborative effort from (b) (4), (b) (6), US Embassy in Colombo, and VOA.

Eurasia:

Regional/Current Time

- The Eurasia Regional Marketing Office completed a hospitality distribution agreement with (b) (4), (b) (6). The company owns the (b) (4), (b) (6) platform which is a hospitality industry leader. Testing has already begun, and the agreement moves into a final development phase by July. In October of this year, the channel is slated to be in nearly 15,000 hotel rooms. The Managing Director of (b) (4), (b) (6), believes they will have Current Time in 20,000 hotel rooms by the end of the calendar year.

Bulgaria/Black Sea Region

- USAGM Prague's (b) (4), (b) (6) has helped coordinate new affiliations for Current Time through a local distributor. Current Time is now available on the three largest operators in Bulgaria: (b) (4), (b) (6) as well as 19 other regional distributors.
- Through a similar arrangement, the company (b) (4), (b) (6) has made Current Time available to hotels in the Bulgarian Black Sea Region, giving us access to 4,000 hotel rooms. This company plans on expanding to larger hotels in cities in Bulgaria in the coming year.

Kyrgyzstan

- The Prague Business Development team and regional representative in Kyrgyzstan have cooperated in solidifying new program carriage on the following stations in the country: (b) (4), (b) (6) a popular national TV affiliate has added "CT Asia 360" and "Open Lesson"; (b) (4), (b) (6) a regional affiliate has added Current Time programs "New York, New York", "Itogi", "Our American Story" and "The Great American Road Trip"; (b) (4), (b) (6) another regional affiliate has added Current Time's "Open Lesson".

West Africa:

Guinea-Bissau/Senegal

- The USAGM Accra Office signed a new P2A affiliate agreement with (b) (4), (b) (6). The new affiliate will air "Angola Fala So" and "Emissao Vespertina". (b) (4), (b) (6) is the only station in the locality, reaching about 30,000 people, including parts of Ziguinchor, the largest city in southern Senegal.

Nigeria

- The office also signed an agreement with a new affiliate (b) (4), (b) (6), (b) (4), (b) (6). The station will air "Health Chat", "Encounter", "Music Time in Africa", "Sonny Side of Sports", "STA (radio)", "African Beat", "Our Voices", "Learning English", "Red Carpet", "STA (TV)", "Border Crossings", "Picture Africa", and "Taskar". The station has 59,400 followers on Facebook.
- Another newly formed VOA partnership was signed (b) (4), (b) (6). The station is rebroadcasting Hausa content; "Da Dan Gari", "A Daina Shan Kwaya", "Yanayl Da Mu", "Hali", and "Ciwon Mace Na Mace Ce".

Guinea

- A new affiliate agreement was signed with (b) (4), (b) (6) Guinea, to broadcast VOA French radio and television programs. The station agrees to run the following programs: "Le Monde Aujourd' hui" radio and TV, "Carnet de Santé", "Washington Forum", "Le Monde au Féminin", "L'Amérique et Vous" and "RM Show". (b) (4), (b) (6) is one of the first private media groups with a broad audience in Guinea with radio, television, and print media.

South/East Africa:

Uganda

(b) (5)

(b) (5)

DRC

- The South and East Africa Business Development Office received a letter from ARPTC, which assigns FM frequencies, providing USAGM the frequency of 91.7 in Uvira, South Kivu. The Ministry of Media approved USAGM's request for an FM license in March 2019. It took a year and many visits and communications with ARPTC to assign a frequency. This brings the total number of USAGM licenses in the DRC to nine and frequencies to eight. USAGM has a license for Kinshasa, but no frequency available.
- The team also signed a broadcast agreement with (b) (4), (b) (6) which is the first affiliate partner in the South Kivu province of the DRC. The station is (b) (4), (b) (6), Burundi. The station will air VOA programs in French, Lingala and Swahili.

Ethiopia

- (b) (4), (b) (6), also known as (b) (4), (b) (6) has signed a broadcast agreement to air VOA's Learning English programs. This station is (b) (4), (b) (6). This station was launched in May 2019. A half hour morning block has been set aside for VOA Learning English programs.

Kenya

- (b) (4), (b) (6) has created a permanent slot for the "Plugged In" program; it is broadcast every Monday at 9am and repeated during the week. (b) (4), (b) (6) has been impressed with the program's coverage of COVID 19 and says its audience loves the program.

Zimbabwe

- (b) (4), (b) (6) has signed a broadcast agreement to begin airing VOA Africa programs at the end of May. The station will rebroadcast "Our Voices", "Healthy Living", "Plugged In" and plans to select some VOA documentaries as well.

Trainings:

Webinars

- Business Development's training team embraced online opportunities by conducting a series of successful webinars with affiliates in Eastern and Central Europe and Eastern and Southern Africa on the topic of "Disinformation in the Age of COVID". Trainers discussed how to identify and stop disinformation/misinformation. Participants were happy with the project, with one African journalist saying: "Journalists have been overlooking the issue of disinformation." The project will continue in coming weeks.

Development

- The CDC has committed to continuing VOA's Afghanistan/Pakistan polio project. The Department of State has committed, in principle, to continuing VOA's call-in show for Angola, and conducting training.

Partnerships

- Business Development initiated and organized a partnership between the VOA Georgian Service and (b) (4), (b) (6), in which an (b) (4), (b) (6) contractor supports VOA's Polygraph fact-checking website. VOA said a fact-check on the drug Remdesivir was contributed by the contractor, who also looks for disinformation in Eastern Europe.

Affiliate Engagement:

COVID-19 Programming Alerts

- Affiliate Engagement took the form of several email marketing campaigns to promote the efforts of the VOA Africa Division to inform affiliates of VOA Africa virtual COVID-19 town hall specials. Through combined efforts of the VOA Africa Division and the BD Africa Regional Marketing teams, collectively we saw high appreciation and use of the Straight Talk Africa (ENG) and Le Monde Aujourd'hui (F2A) COVID-19 specials, and expect the same for the recently taped Swahili "Duniani Leo" COVID-19 special (done in partnership with major (b) (4), (b) (6) and input from (b) (4), (b) (6)). The team is currently working on promoting the upcoming Hausa "Tasker" COVID-19 special and has just offered the successful 2nd Global Virtual COVID-19 taped town hall to our regional team for direct distribution to affiliates.

Projects and Collaborations:

OTT Apps

- The OTT team has made progress in overcoming blockers related to importing content feeds from Voltron. Anticipated small issues remain and are being addressed. Similarly, the analytics team is in the home stretch in implementing the DGC mandated analytics suite. Regarding VOA, work is concentrating on

iOS and TVOS. Once through QA, these builds will be mimicked on Android handheld, Roku, Smart TVs, and Android TV (which includes a version of Amazon Fire TV). If things go our way, issues will largely resolve by mid-May. VOA could submit to Apple likely in late May or first week of June. The team has re-doubled efforts on the security status of the Apps, having confirmed security standards on the deployment side.

Direct 3.0

- A USAGM Direct 3.0 Market Research working group has been established with unprecedented representation and participation from all networks for a new version of the content delivery system. A Request for Information was made earlier this year, for which there were four responses. The group has prepared requirements for a Request for Proposals and a Market Questionnaire for vetting additional vendors.
- A Dalet Storefront pilot has started in coordination with Business Development. The pilot will be presented to the USAGM Direct 3.0 working group by the end of May.
- USAGM Business Development modernization efforts continue with Salesforce and DocuSign integration. *DocuSign* helps organizations connect and automate how they prepare, sign, act on, and manage agreements.



Latin America:

Regional

(b) (4), (b) (6)

East Asia Pacific:

(b) (4), (b) (6)

(b) (4), (b) (6)

(b) (4), (b) (6)

(b) (4), (b) (6)

(b) (4), (b) (6)

- (b) (4), (b) (6) have begun new affiliations in Japan for Learning English programs.

Hong Kong:

- The (b) (4), (b) (6) has begun using Learning English programs in Hong Kong.

Eurasia:

Regional/Current Time

- The Eurasia Regional Marketing Office completed an agreement with [REDACTED] [REDACTED] The city has a population of 300,000 people and [REDACTED] will be taking 13 Current Time programs.
- Last week the office received a request from a TV Station in Sevastopol, Ukraine (Crimea), [REDACTED], to carry CT's "Unknown Russia" programming. They asked that the contract display Sevastopol as a city in Russia instead of Ukraine. (b) (5)

Afghanistan

(b) (5)

Pakistan

- Due to the coronavirus disruption, the VOA Urdu service has agreed to modify its restructuring plan for Pakistan. The change has been informed by newly received ratings data from (b) (4), (b) (6). The ratings show a weekly reach of between 7 and 11 percent, and this data fills in a time when USAGM has no data of its own. Therefore, VOA will continue on [REDACTED] with a bridge contract at least until the end of the calendar year in hopes that the picture will become clearer then and that the Service will be able to launch its flagship women's issues programming.

Refugee Broadcasters

- The Business Development Prague office signed a contract pause/prolongation document this month with [REDACTED] that tracks the same time that their grant from the Council of Europe tracks. This will provide flexibility in continuing cooperation after the crisis ends and well into the next fiscal year. This agreement gives USAGM representation at three refugee broadcaster training sessions during the year in Spain, Slovenia, and Italy.

Bosnia and Herzegovina

- (b) (6), our regional representative in Sarajevo, successfully negotiated with (b) (4), (b) (6) to create a contract with this respected outlet. (b) (4), (b) (6) has confirmed that it will broadcast the following programs: “Voice of America - Studio Washington”, “RFE/RL - Liberty TV”, and “RFE/RL - Perspective”, including rebroadcasts.
- (b) (4), (b) (6) – the public broadcaster with national coverage - broadcast three special episodes of "Plugged In with Greta Van Susteren" about the Coronavirus, including rebroadcasts.

Romania

- USGAM’s Eurasia Business Development Office struck an agreement to distribute VOA programming on (b) (4), (b) (6). Local regional representative (b) (6) facilitated the deal with the (b) (4), (b) (6) representative (b) (6) and the Chief of Program Selection and Procurement (b) (4), (b) (6) agreed to version and broadcast nine different VOA programs, including “Hell and Hope”, “VOA Connect” and “Learning English” programs. (b) (4), (b) (6) plays a prominent role in Romania’s media market.

Turkey

- The VOA Turkish Service has agreed to a proposal from (b) (4), (b) (6) and the Service will be moving the daily live 30-minute news broadcast for (b) (4), (b) (6) to 10:30pm, starting June 1st. The channel has requested a 1-hour broadcast starting June 1st, which the service cannot accommodate at this time. However, VOA has agreed to continue with a 30-minute program until the end of the Coronavirus crisis allows them to get back into the Cohen building. After that, they will work to accommodate (b) (4), (b) (6) request to expand to one hour.

West Africa:

Liberia

- USAGM’s West Africa Office signed a new affiliate agreement with African (b) (4), (b) (6) Liberia. The new affiliate will air “Health Chat”, “Encounter”, “Campus Connection”, “VOA Newscast”, “Africa News Tonight”, “Upfront”, “Sonny Side of Sports”, and “Let’s Talk”.

Regional/Hausa

- Taskar two-part special on COVID-19 was well received by VOA affiliates. More the twenty VOA Hausa affiliates aired the special report. Some radio stations also aired the audio, which was available on USAGM Direct. These well-post-produced programs were broadcast by 25 Hausa affiliates in Ghana,

Togo, Nigeria, and Niger, empowering the audience with knowledge and information to fight the pandemic. Four medical doctors and epidemiologists participated in the discussion through Skype from Abuja, Kano, Niamey, and Washington, DC. Like other medical specialists selected for our virtual town halls, these professionals were extremely knowledgeable. They explained the scientific nature of the virus along with practical advice to slow its spread.

Nigeria

- Nigeria Affiliate Training – The Business Development Office in West Africa and Business Development Training Office organized a webinar for VOA Nigerian affiliates “Tackling Disinformation on COVID-19 in Nigeria” on May 7. About 20 participants from affiliates across Nigeria joined the online presentations by USAGM’s Director of Development and Training, (b) (6), and VOA Hausa TV Executive Producer (b) (6). The webinar featured a robust Q and A session with emphasis on fact-checking and reliance on verified, credible sources and medical and scientific experts’ opinions. Some of the participants stayed online for an extra 30 minutes, asking questions, and sharing their field experiences and concerns about COVID-19 coverage.

South/East Africa:

DRC

- The Lingala staff in the French-to-Africa Service started producing VOA 60, the one-minute daily news wraps in Lingala. This program is now being broadcast on the following stations: (b) (4), (b) (6)

Kenya

- (b) (4), (b) (6), which is part of (b) (4), (b) (6) has started airing VOA’s Learning English programs. The head of programs says, “Since schools are closed and they are using live TV for learning, VOA Learning English programs are a great addition to the channel’s educational programs.”

Zambia

- USAGM Business Development signed a broadcast agreement with (b) (4), (b) (6) Zambia in the Copper belt region of the country. The copper belt region is the region where mining takes place and the second most populated province of Zambia. Zambia now has 4 TV stations (1 is government owned and 3 of them are private). In addition to (b) (4), (b) (6) which is government owned, (b) (4), (b) (6) will rebroadcast “Our Voices”, “Africa 54”, and “Healthy Living”.

Trainings:

Online Training/Webinars

- The USAGM Development and Training team organized and participated in a series of trainings, webinars, and outreach events, including sessions on COVID and disinformation for African and Eastern European affiliates as well as panels with (b) (6), (b) (7)(C).
- USAGM Senior Development Officer (b) (4), (b) (6) made a series of four presentations for journalists in Mongolia in partnership with the (b) (4), (b) (6) [REDACTED] and the (b) (4), (b) (6) [REDACTED]. The series covered Elections, Ethics in Journalism, Disinformation in the Time of COVID, and Staying Safe During the COVID pandemic. The presentations, built around World Press Freedom Day activities, were made to several hundred journalists, students, and others during May and were recorded.
- In development work, the team also worked with State Department officials to secure (b) (4) [REDACTED] in funding for health programming in the DRC.

Affiliate Engagement:

Email Marketing

- Affiliate Engagement took the form of several email marketing campaigns. The team promoted the VOA Hausa 2-part Covid-19 TV special (on the Hausa TV weekly series “Tasker” on 8 & 15 May). It also sent campaigns for the 2nd Global Virtual Covid-19 recorded town hall special and the award winning documentaries “Hell and Hope” and “Worth of a Girl,” along with “Shoura” to our English language affiliates in Eurasia, Central Asia and East Asia.

Projects and Collaborations:



(b) (5)



Latin America:

Venezuela

- On June 1, USAGM's Latam Regional Marketing Office began working on promotional campaigns in Venezuela. The objective of the campaigns is to promote VOA Spanish content in the country and on the Colombian-Venezuelan border by placing radio and television spots, banners on important websites and social networks, and billboards on the bridge that connects the two countries (Cucuta). The work was carried out with affiliates that currently use and promote VOA programming and has increased brand awareness among their audiences.

Nicaragua

- On June 30, the office held its second virtual conference with affiliates in Nicaragua. Media representatives, including producers, directors, and owners participated in the 90-minute conference via Teams. The meeting provided an opportunity to discuss the challenges that journalists face when producing and reporting due to Covid-19 and the support affiliates are seeking. The VOA Latam Division introduced the new design of its website (Voltron) and helped them navigate through it. The meeting also resulted in discussions about co-productions, disinformation, and freedom of the press in a country where the government makes the work of journalists very difficult.

East Asia Pacific:

Indonesia

- The USAGM East Asia-Pacific Regional Marketing Office facilitated for VOA an interactive live report on protests against police brutality for [REDACTED] a state-owned TV station. The report was aired on its English news program.
- The office also collaborated with the US Embassy in Indonesia and VOA's Learning English division to launch a series of programs and stories on the Indonesian Diaspora in the U.S. for [REDACTED]. The initiative is part of the Indonesian Ministry of Education and Culture's "Study from Home" initiative to accommodate distance learning due to Covid-19.

- A radio station and three websites registered for USAGM Direct (b) (4), (b) (6) (b) (4), (b) (6) websites became new web affiliates (b) (4), (b) (6)

Philippines

- The office collaborated with the (b) (4), (b) (6) to provide support to a new affiliate, (b) (4), (b) (6) a subscription-based direct-to-home satellite TV service. (b) (4), (b) (6) is now airing all of VOA programming through its satellite feed.

Thailand

- The office facilitated a VOA interactive live report on protests against police brutality for the (b) (4), (b) (6) The report was broadcast on its English news program.
- USAGM awarded a one-year option for (b) (4), (b) (6) to broadcast a VOA Burmese TV program in the far west province of the Thai and Myanmar border. This monetary agreement will allow USAGM to expand VOA Burmese outreach for the underserved minority group at the border. (b) (4), (b) (6) is the only cable operator in the area.

India and Nepal

- The (b) (4), (b) (6) in India made an affiliate agreement for VOA Urdu content, and (b) (4), (b) (6) became an affiliate with VOA News.

Eurasia:

Latvia

- The USAGM Eurasia Regional Marketing Office is monitoring new legislation in Latvia that is due to take effect in a year and will severely limit Russian language channels on cable. In places where Current Time is on “basic” cable, it would need to be moved to comply with the legislation. The office has been in touch with affiliates in the region as well as the Public Affairs section in Riga. USAGM will likely need to seek an exception to this legislation, as it has achieved in Ukraine, to remain visible in this key market.

Regional/Current Time

- Current Time continues its long, steady march in revitalizing USAGM’s affiliate network in Russia. This month, (b) (4), (b) (6) began taking “Unknown Russia”, “Person on the Map”, “Asia 360°”, “NYYN”, “Signs of Life”, and “Crossroads”. The owner proudly proclaims that (b) (4), (b) (6)

Turkey

- The (b) (4), (b) (6) sent an e-mail regarding the expansion of VOA programming to one hour. He also asked for a discussion on new terms. Regional Marketing Officer (b) (6) quickly let him know that the expansion was to take place at the request of (b) (4), (b) (6) and would not include further payment from USAGM. (b) (4), (b) (6) sent a reply that payment terms will not change and the duration of program is contingent on VOA's ability to produce a longer show.

Spain

- (b) (4), (b) (6), a regional terrestrial network, signed a modification that allowed significant expansion of Current Time broadcast in the very popular touristic region of Barcelona and Costa Brava in Spain starting on July 1. The region welcomes hundreds of thousands of Russian-speaking tourists and reports 6,000 full-time Russian residents registered in the region. Many of these tourists and residents are wealthy, major influencers in Russia and the CIS.

West Africa:

Nigeria

- The USAGM West Africa Regional Marketing Office signed affiliate agreements with two new Nigerian stations: (b) (4), (b) (6)

Ghana

- (b) (4), (b) (6), a new Hausa affiliate in Accra, Ghana, signed an agreement. Accra has a large Hausa speaking community.

Cameroon

- (b) (4), (b) (6) is the latest affiliate to agree to air VOA French-to-Africa programs. The station will be airing the very popular FM show "Frend du Blues au Jazz" on Friday and the FM show "Musique International and Comedie" on Monday. On Wednesdays, the station will air "Apprenez l'anglais".

Guinea-Bissau

- (b) (4), (b) (6) Guinea-Bissau signed a new affiliate agreement. The station agreed to air VOA Portuguese content, including "Angola Fala So" and "Emissao Vespertina". This private commercial station will widen VOA reach in southern Guinea-Bissau.

Senegal

- (b) (4), (b) (6) management signed an agreement for the live broadcasting of the following VOA French and Portuguese content: "Washington Forum", "Votre Santé Votre Avenir", "Bulletin Infos", "Emissao Vespertina" and "Angola Fala SO". These programs will be aired in their network of three stations:

(b) (4), (b) (6) which can also be heard in neighboring localities of Guinea-Bissau.

South/East Africa:

Ethiopia

- USAGM's South and East Africa Regional Marketing Office helped facilitate a Covid-19 special townhall in Amharic co-produced by the Horn of Africa Service and (b) (4), (b) (6). This was this Service's first TV product, and the affiliate liked the program so much that they asked for a second part follow up.

Kenya

- Placement expansion continues in Kenya. The (b) (4), (b) (6), which is part of (b) (4), (b) (6), has requested past episodes of "Healthy Living". The head of TV and Programming said, "Health programs are very important, especially at this time, and we want to keep our audience informed." While "Healthy Living" is broadcast on the (b) (4), (b) (6), it reaches a wider audience on the premier channel (b) (4), (b) (6).
- The Regional Marketing Officer arranged for the first Washington interactive with (b) (4), (b) (6) during the George Floyd protests. (b) (4), (b) (6) started the VOA hour-long special with the "Plugged In" program, which was followed by three VOA news packages covering the protests and a 10-minute live interview of (b) (6) from VOA Central News.
- The office also facilitated the first live online training for (b) (4), (b) (6) on June 17-19 on the topic of Digital Content Creation and Strategy. Twenty-two participants from the production department and digital service joined the training. Two instructors from (b) (4), (b) (6) the official training partner for Google and Microsoft in India, conducted the series.

DRC Advertising

- The Regional Marketing Officer is finishing an ad campaign in Kinshasa and Lubumbashi. This campaign will see 17 billboards around Kinshasa to promote VOA's 24/7 FM broadcast on 90.5 FM. In Lubumbashi, there will be 13 billboards promoting VOA French TV programs on partner stations. The campaign will last for two months.

Trainings:

Development

- USGAM's Development and Trainings Office concluded negotiations with the Department of State for three projects: Training in Uzbekistan (b) (4); Health Programming in Angola (b) (4) and health programming in the Democratic Republic of Congo (b) (4)

Training:

- The office also conducted planning for fall trainings for affiliates in Ethiopia, Ukraine, Uzbekistan, Cote D'Ivoire, and Dubai, pandemic conditions allowing.

Affiliate Engagement:**French-to-Africa**

- The Affiliate Engagement team sent an email campaign on June 4 to all French-to-Africa TV affiliates to promote two documentaries, "Braiding the Dream" and "Africa to America." The Regional Marketing Offices worked on placing them on station affiliates with known success on national broadcasters in Cameroon and DRC.

VOA Learning English

- The team also promoted VOA Learning English video content. An email campaign was sent to English language affiliates worldwide (except China) – as well as to the Business Development regional marketing teams and the Department of State to share with their language learning partners and Regional English Language Offices (RELO's). In July, another round of blasts will go out to affiliates in French, Swahili, Hausa, Indonesian, and hopefully Chinese.

Covid-19 Specials

- The office also prepared additional promotions for the Africa Division's Covid-19 specials, including email campaigns for "Straight Talk Africa" for all radio & TV affiliates; for French-to-Africa; for Portuguese-to-Africa; and the for the Business Development regional marketing teams to use as follow-up.

The Africa Channel

(b) (5)

Projects and Collaborations:**Over-the-Top (OTT)**

- USAGM's Projects and Collaborations Office overcame obstacles in relation to simultaneous Voltron (VOA and MBN), Pangea (VOA), and Kaltura (RFA) integration. Small user experience improvements remain but are not considered detrimental to rollout. An advanced analytics package is complete for iOS and TVOS and will be duplicated for other platforms (Smart TVs etc.).

(b) (5)

Direct 3.0

- The team submitted a procurement package to the contracting office for a renewed version of the USAGM Direct digital file-based distribution platform. A market research phase of the project looked in depth at 14 potential vendors, and a pilot project with one potential solution, Dalet Storefront, continues.

Salesforce

- The office participated in a demo regarding automation of human translations on affiliate surveys and email correspondence for its Affiliate Relationship Management software, Salesforce.



Business Development Highlights July 2020

Latin America:

Venezuela

- USAGM's Latin America Regional Marketing Office successfully continued its promotional campaigns for VOA on the Venezuela and Colombian border. The office distributed face masks with the agency's logo in Caracas, Venezuela, and Cucuta, Colombia. Promotional spots have also been placed on major radio stations to increase audience.

Regional

- The office held a virtual conference with [REDACTED] Directors in Mexico, Guatemala, and Honduras to establish collaboration opportunities with VOA during the U.S. elections in November. The (b) (4), (b) (6) sent its appreciation to the agency for its coverage of the President of Mexico's visit to the White House.

East Asia Pacific:

Myanmar

- RFA's Burmese program temporarily went off-air on (b) (4), (b) (6) [REDACTED] starting July 16 until after Myanmar's Election in November. In its official letter, the station stated duplication of news resources between RFA and their own program as reason for the pause. The USAGM Asia Pacific Regional Marketing Office has been seeking other opportunities and will submit proposed broadcast plans to the front office for review and approval.

Taiwan

- USAGM's Asia Pacific Regional Marketing Office met with (b) (4), (b) (6) [REDACTED] to review its existing contract signed in 2010 to air VOA programs "Learn a Word" and "Strait Talk". (b) (4), (b) (6) [REDACTED]

Regional/New affiliates

- The online media website (b) (4), (b) (6) [REDACTED] Indonesia, began an affiliation with USAGM, along with (b) (4), (b) (6) [REDACTED] (b) (4), (b) (6) [REDACTED]

Eurasia:

Lebanon

- The USAGM Prague Marketing Office signed the first affiliate agreement for Alhurra with (b) (4), (b) (6). The agreement will put Alhurra on the (b) (4), (b) (6) as well as on (b) (4), (b) (6) reaching 300,000 households in the days to come. Additionally, the Regional Marketing Officer spoke with the Director of Business Development about the possibility of Alhurra producing targeted, Lebanon-specific programs and passed on this request.

West Africa:

Nigeria

- (b) (4), (b) (6), Nigeria signed an affiliate agreement with USAGM's West Africa Regional Marketing Office to air VOA English and Hausa programs, including "Africa 54", "Our Voices", "Straight Talk Africa", "VOA Tech", and "Taskar".
- (b) (4), (b) (6) new digital affiliate in Abuja, Nigeria, agreed to carry VOA content on their site, (b) (4), (b) (6). The media organization has a vision to help strengthen Nigeria's democracy, advance the socio-economic well-being and rights of the people, promote and enrich their cultural practices, and advocate for best practices, good governance, transparency and human rights.

Niger/Burkina Faso

- Four VOA affiliates agreed to air VOA Learning English videos, including (b) (4), (b) (6)

Regional

- The West Africa Regional Marketing Office promoted VOA documentaries to Francophone affiliates. (b) (4), (b) (6) aired the programs "Odyssey of Slavery" and "Braiding the Dream" and rebroadcast them each twice. (b) (4), (b) (6) aired the "Odyssey of Slavery" documentary in primetime and rebroadcast it. (b) (4), (b) (6) Cameroon also aired and rebroadcast the French version of both documentaries.

South/East Africa:

Ethiopia

- The Horn of Africa Service launched its first TV program in Amharic, "Healthy Living" or "Nuro Betenenet", on (b) (4), (b) (6) USAGM's only TV affiliate in

Ethiopia. This 15-minute weekly health TV program is broadcast on (b) (4), (b) (6) on Mondays at 8:30pm local time.

Tanzania

- The South and East Africa Regional Marketing Office signed a new agreement with (b) (4), (b) (6). This partnership will see (b) (4), (b) (6) broadcast all four VOA Swahili programs. Geita city is the administrative capital of Geita Province with an estimated population of about two million. This is USAGM's first affiliate in the region known for its gold mining activities.

Uganda

- The office signed a broadcast agreement with (b) (4), (b) (6), Uganda. VOA presence on the station gives the agency audience in a town that has been promoted to "city status" due to its population growth, GDP, and development.

Regional

- Contracted technicians have started converting affiliates in Southern and Eastern Africa to SES 5, the new KU band satellite for Africa. Kenya and Uganda have begun reopening after COVID 19 closures; thus, technicians can travel around the country and complete this transition for affiliates.

Trainings:

Uzbekistan

- USAGM's Media Development and Trainings Office arranged for the State Department to provide (b) (4) for a media training project in Uzbekistan. The office is holding ongoing discussions with the Uzbek Ambassador about moving forward in the Covid-19 period.

Somalia

- The State Department has also agreed to extend an inter-agency agreement for another year to allow the Somali radio program Lifeline to continue until September 2021.

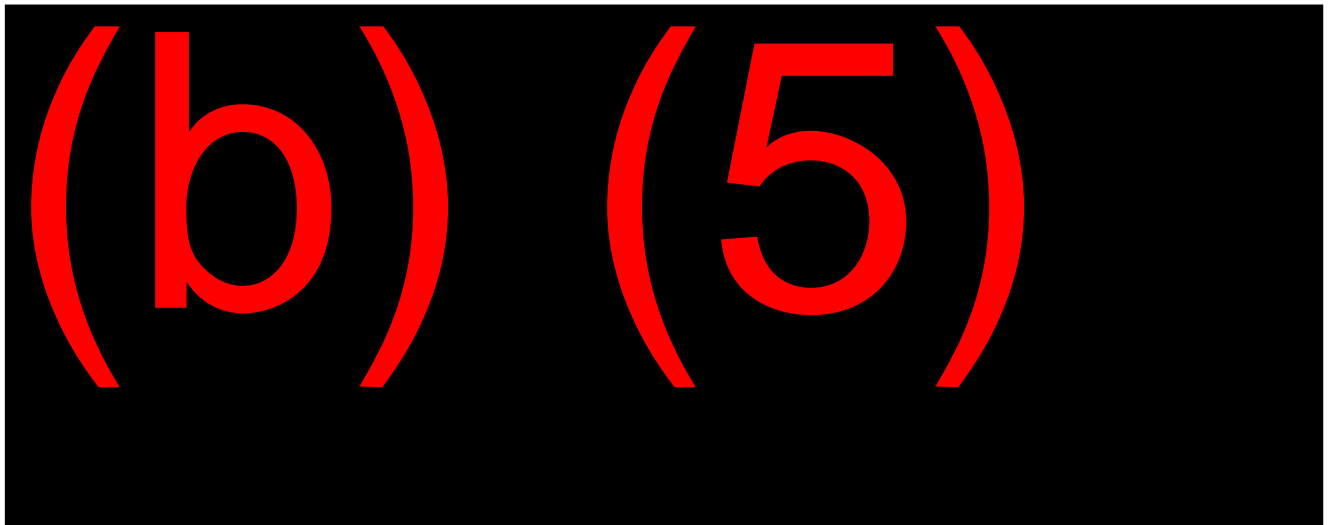
(b) (5)

Affiliate Engagement:

Promotions

- Email campaigns were sent out to TV affiliates and the Regional Marketing Offices to promote the Africa Division’s Covid-19 specials for the following TV programs: “Straight Talk Africa” (English); a two-part special for “Duniani Leo” (Swahili); and a two-part special for “Taskar” (Hausa).
- An Email campaign went out to English-to-Africa radio & TV affiliates and the Africa Regional Marketing Offices for a special edition of “Straight Talk Africa” on social justice protests on the continent (airing August 5).
- Email campaigns translated into Swahili, French, Indonesian, and Hausa went out to TV affiliates and Regional Marketing Offices in those regions to promote VOA Learning English series.

Projects and Collaborations:





West Africa:

(b) (4), (b) (6)
(b) (4), (b) (6)
(b) (4), (b) (6)
(b) (4), (b) (6)

(b) (4), (b) (6)

(b) (4), (b) (6)

(b) (4), (b) (6)

(b) (4), (b) (6)

(b) (4), (b) (6)

entrepreneurship. Promotional spots were included with the delivery of the content.

South/East Africa:

Ethiopia

- USAGM's South and East Africa Regional Marketing Office successfully placed VOA's Afaan Oromo program on (b) (4), (b) (6) in Addis Ababa beginning on August 17. This placement is significant given the fact that the largest ethnic group in Ethiopia are Oromos, and this is the first time VOA's Oromo program is being heard on FM in the country. (b) (4), (b) (6) now broadcasts 90 minutes of VOA Horn of Africa programs Mondays through Fridays. (b) (4), (b) (6) can be heard in Addis Ababa and in Adama, Hawassa, Dibre Birhan, Dire Dawa, and Gondor through its repeater transmitters.

Tanzania

- TCRA (The Tanzania Communications Regulatory Authority) passed a law in August that requires all local broadcasters to apply for permits within seven days if they want to broadcast programs from foreign media. In addition, if the local media is granted permission to broadcast foreign content, the local broadcaster will be responsible for any foreign content. This new law sent panic among broadcasters in Tanzania, and many of them stopped airing VOA programs. Upon clarification, all the affiliates except (b) (4), (b) (6) reinstated VOA programs while applying for the required permit. None of the stations that applied for the permit has been given one. The decision is suspected of being tied to the elections scheduled in Tanzania for October 28.

Eurasia:

Romania

- The Romanian public broadcaster, (b) (4), (b) (6) signed its agreement with USAGM's Eurasia Regional Marketing Office. (b) (4), (b) (6) will broadcast VOA programs and documentaries: Hell and Hope, Shoura, VOA Connect, VOA Tek, Food Bites, and Learning English. It was agreed that, where available, USAGM will provide music cue sheets for programs to (b) (4), (b) (6)

Latin America:

Venezuela

- USAGM's Latin America Regional Marketing Office continued working on a promotional campaign for VOA products at the Venezuelan-Columbian border. In August, the office placed promotional spots on 20 stations throughout Venezuela, delivered promotional material to affiliate stations, arranged radio

interviews for VOA reporters, and sponsored billboards in areas where Venezuelan refugees travel across the border with Colombia.

- The office also signed an affiliation agreement with (b) (4), (b) (6) (b) (4), (b) (6) (b) (4), (b) (6) On August 13, the Office held its third virtual Affiliate Conference with (b) (4), (b) (6) which included VOA staff. The meeting served to strengthen the alliance with (b) (4), (b) (6) and to understand the importance and impact that VOA's content has on its platform.

East Asia-Pacific:

India

- USAGM's East Asia-Pacific Regional Marketing Office facilitated an interactive co-production with (b) (4), (b) (6) for VOA's coverage of the Democratic and Republican National Conventions. The 15-min program consisted of news packages and a live interview with VOA anchor (b) (6). A weekly co-production will continue through the US Election.

Laos

- The Office awarded a second-year option for (b) (4), (b) (6) to broadcast 10-15 minutes of "52 VOA Dynamic English Lessons" in Laos. This agreement will ensure USAGM has a presence on a national broadcast inside the country, which is one of two remaining socialist countries in Southeast Asia.

Laos/Thailand

- USAGM awarded a fourth-year option for (b) (4), (b) (6) to broadcast 30-minutes of VOA Lao's daily radio programs and one hour of RFA Lao's daily radio programs. This agreement will ensure USAGM programs reach a Thai-Laotian target audience at the border of the two countries. (b) (4), (b) (6)

(b) (4), (b) (6)

Bangladesh

- The Office has a new affiliate for VOA Learning English programs in Bangladesh. (b) (4), (b) (6) is a startup training company targeting teachers, young professionals, and students.

Indonesia

- The Office has two new affiliates in Indonesia. (b) (4), (b) (6) (b) (4), (b) (6) USAGM signed an agreement for its (b) (4), (b) (6) (b) (4), (b) (6) which are all broadcasting VOA Indonesia content. Meanwhile, the other affiliate, (b) (4), (b) (6) with a station called (b) (4), (b) (6) It launched in mid-July covering 34 big cities in Indonesia.

Trainings:

Uzbekistan

- USAGM’s Media Development and Trainings Office held a three-day workshop on “Best Practices of Business Reporting” for 20 journalists from news outlets in Uzbekistan, including the national private network (b) (4), (b) (6) and two major journalism schools across the country. Participants gathered in Tashkent while speakers from Washington, DC and elsewhere led online training sessions. An on-site training assistant coordinated the activities, which focused on information gathering, news analysis, interviewing, journalistic ethics, digital media practices, and infographics. The event also featured a session with officials from the U.S. Embassy in Tashkent.

Moldova

- The Office partnered with (b) (4), (b) (6) for a three-day workshop on Digital Storytelling & Engagement in Moldova. (b) (4), (b) (6) invited the USAGM affiliates in the country to attend the workshop, and the agency recommended trainers from VOA, RFE/RL and outside USAGM. Thirty trainees from across Moldova attended the sessions of online presentations, discussions, and activities, which were led by (b) (6). An on-site training coordinator, (b) (6), guided participants in exercises to develop stories for digital platforms and shape content for social media.

Affiliate Engagement:

Email Campaigns

- The Affiliate Engagement Office sent an email campaign to global English language TV affiliates to promote explainer videos to better understand the US election process. Additionally, affiliates were encouraged to use these as interstitials and within any public affairs show discussions about the US elections.
- The Office sent a series of email blasts to global English language affiliates to promote VOA stories on the Democratic and Republican Conventions and other USA Votes stories. The Conventions generated a lot of interest among the email list. One affiliate, (b) (4), (b) (6), wrote to say they used the stories provided in their news reads and aired the video wrap as well.

- The VOA NewsCenter show “Plugged In with Greta van Susteren” did a special post-convention analysis, and the Office sent an email blast to the global English TV affiliates.

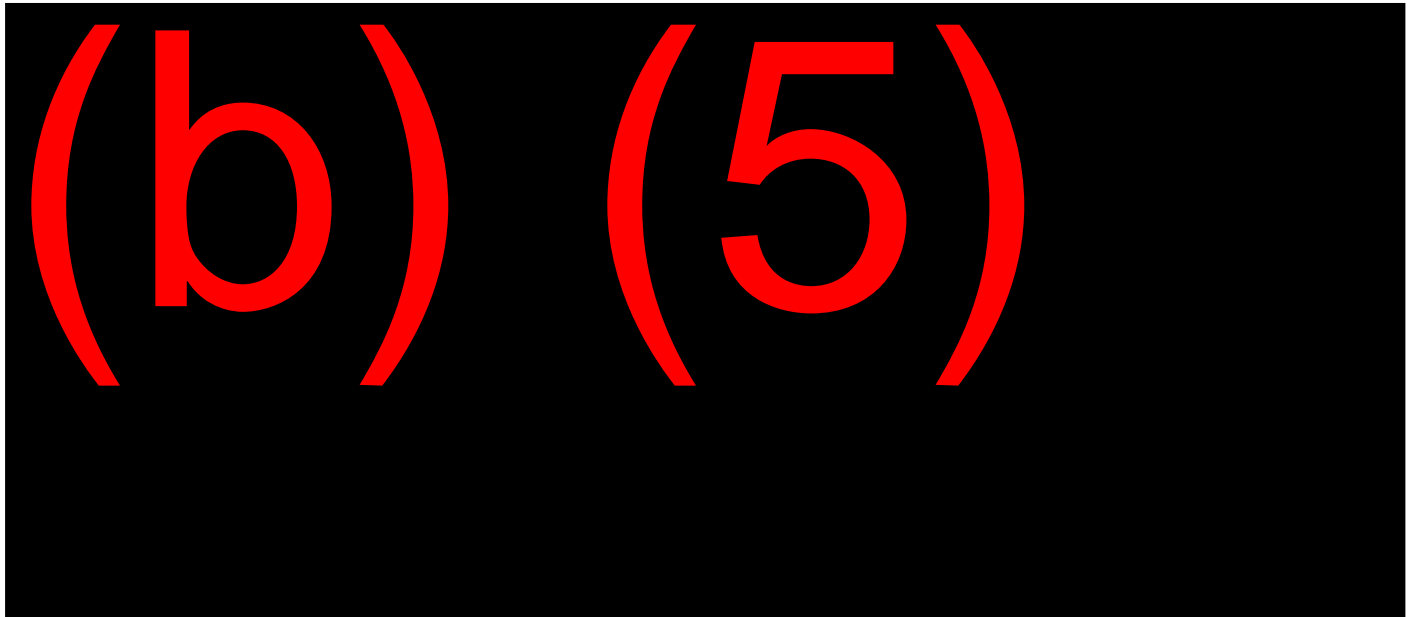
Africa Division Specials

- VOA Africa Division’s Specials received promotion, including two “Straight Talk Africa” editions. One included an exclusive interview with Malawi’s new President, Peter Mutharika, who is promoting major government reforms.

Digital Brochures

- The Office co-produced with the Africa Division digital brochures for the TV tech innovation series “StartUP Africa.” Brochures were customized to each of the five affiliate partners. They included web links to all six episodes, as well as promotional assets (customized generic and episodic video promos and sample copy, as well as program and episode details). The series will be exclusive to the co-production partners for 60 days and will then be offered to all current and interested affiliates beginning November 1.

Projects and Collaborations:





New Affiliations/Agreements:

(b) (4), (b) (6)

(b) (4), (b) (6)

(b) (4), (b) (6)

(b) (4), (b) (6)

(b) (4), (b) (6)

(b) (4), (b) (6)

(b) (4), (b) (6)

(b) (4), (b) (6)

(b) (4), (b) (6)

(b) (4), (b) (6)

South and Central Africa | New Agreements in Somalia and Kenya

- The USAGM South and Central Africa Regional Marketing Office signed agreements with (b) (4), (b) (6) in Somalia. Additionally, (b) (4), (b) (6) in Kenya began broadcasting VOA English Learning programs.

East-Asia Pacific | Deals Signed in Myanmar, Laos, Bangladesh, and Mongolia

- The USAGM East-Asia Pacific Regional Marketing Office awarded a one-year monetary agreement to (b) (4), (b) (6) to broadcast RFA Burmese TV daily news program. The program will air on (b) (4), (b) (6) Monday–Friday 7:00–7:30 a.m. local time.
- The office awarded a one-year monetary agreement to (b) (4), (b) (6) to broadcast VOA Burmese TV Daily updates. The program runs daily at 10:00–10:30 p.m. and 9:30–10:00 a.m. (rerun) local time.
- USAGM awarded (b) (4), (b) (6) a fourth option year monetary agreement to broadcast VOA and RFA Lao radio programs. (b) (4), (b) (6) Laos and Thailand, targeting both Thai and Laotian audience. (b) (4), (b) (6) considered USAGM news content as the most trusted source for international and local information and news.
- USAGM awarded a monetary agreement to (b) (4), (b) (6) to continue broadcasting the “VOA Presents American English” program. This is the second year of airing the live interactive program, which shows on Mondays 9:00–10:00 p.m. local time.
- The office signed an agreement with (b) (4), (b) (6) to broadcast VOA English news programs.

Media Development and Trainings | Inter-Agency Agreements Signed

- The Media Development and Trainings Office negotiated and signed three Inter-Agency Agreements (IAAs) in September. They were:
 - (b) (4), (b) (6); this money will allow the Portuguese-to-Africa Service to produce a weekly interactive health show in one of the world's most health-challenged countries.
 - (b) (4), (b) (6); the program involves introducing Uzbek journalists to financial and economic reporting and improving coverage of Uzbek-U.S. economic issues. Uzbekistan is a strategically important Central Asian country with close ties to the United States.
 - (b) (4), (b) (6)

Projects and Collaborations | Partner Chosen for USAGM Direct Renewal

- The Projects Office has selected Diversified and the (b) (4), (b) (6) to create its next-generation affiliate IP distribution system and replace its current system, USAGM Direct. Diversified is an industry leading media and broadcast technology company. Their integration and implementation expertise, combined with the media distribution capabilities of (b) (4), (b) (6) are expected to significantly enhance USAGM's delivery platform and strategically pivot affiliate fulfillment beyond traditional satellite distribution. The (b) (4), (b) (6) solution for media has an impressive list of customers within news and sports, including the BBC, Reuters, the NBA, and Premier Soccer League.

Projects and Collaborations | Over-the-Top (OTT) Apps Launch

- Over-the-Top (OTT) applications have launched for VOA on Apple handhelds and Apple TV. The focus will now shift to Smart/Connected TVs, such as Samsung, LG, and Amazon Fire. The team received conditional approval from the Chief Information Officer's office to launch the apps, and a Plan of Action and Milestones is being created to upgrade security of the platform. Business Development picked up the contract option to continue work with the vendor in 2021.

Distribution of U.S. Presidential Debate Coverage:

West Africa | Ghana, Liberia, and Nigeria

- (b) (4), (b) (6) broadcast the debate on October 1 at 9 a.m. (GMT). (b) (4), (b) (6), Liberia, used the debate stream for prime highlights for their 9 p.m. news broadcast on September 30. In Nigeria, VOA affiliate (b) (4), (b) (6) broadcast segments of the Presidential Debate as one of their primetime headlines on the News Broadcast at 8 p.m. (b) (4), (b) (6) on September 30. The Presidential Debate was reported and embedded on the web page of (b) (4), (b) (6) and a VOA affiliate.

South/East Africa | Kenya and South Africa

- Three top rated TV stations - (b) (4), (b) (6) - carried the first presidential debate live on their stations. All three stations also engaged VOA newsroom reporters for live analysis after the debate.

Latin America | 150+ Affiliates in the Region

- The first presidential debate aired on September 29 and was successfully distributed to affiliates in Latin America. More than 150 radio, TV, and online stations rebroadcast the live debate, which was translated by the VOA Spanish service. The broadcast was made available over social media, the VOA website, satellite feed, and USAGM Direct. VOA and the Latin America Regional

Marketing Office held multiple affiliate meetings to discuss production and distribution, allowing for seamless communication and strengthening of affiliate partnerships. VOA and the office continue to work together with partners on arrangements for the upcoming VP and Presidential debates. Affiliates returned the following feedback:

- “We had the opportunity to offer a live U.S. event that has never been possible before. For (b) (4), (b) (6) it is a historic moment, and we are grateful”. - (b) (4), (b) (6)
- “We want to congratulate VOA for the excellent work and transmission. Excellent sound, impeccable translation, and easy access to all digital platforms where it was broadcasted.” - (b) (4), (b) (6)
- “Coordination was impeccable. Suitable links. A good image strategy to promote the event. An impeccable audio-translation and a lot of support during the transmission. We thank Voz de America for the opportunity of this transmission”. - (b) (4), (b) (6)
- "Offering this type of events in their own language favors the media, but much more the audience." - (b) (4), (b) (6)

Affiliate Engagement | Promo Campaign for English Affiliates

- Combining efforts with the VOA NewsCenter, the Affiliate Engagement team promoted the first U.S. Presidential debate, as well as the full debate schedule. It provided several content reporting tools to global English affiliates, particularly in Africa – including live satellite feed of the debate, video wrap, and related news items directing English-language affiliates to the VOA NewsCenter website.

Additional Highlights:

Eurasia (Latvia) | Current Time Live Coverage

- The USAGM Eurasia Regional Marketing Office worked to coordinate the delivery of live coverage of protests in Belarus on behalf of (b) (4), (b) (6), a popular national network in Latvia. The nearly two hours of live coverage aired across the country on one of the nation’s leading broadcasters.

East Asia-Pacific (Bangladesh) | USAGM Supports Bangla Affiliate

- The USAGM East Asia-Pacific Regional Marketing Office supported Bangla Radio for airing the VOA “Border Crossings” program with interactive quizzes for its audience. The winners received a signed T-Shirt from the Border Crossing host, (b) (6) and the office worked with the US Embassy in Dhaka to assure the promo items’ shipment from Bangkok.

East-Asia Pacific (Indonesia) | Webinar Planned on Election

- The USAGM Asia Marketing Office is facilitating a webinar event on the U.S. Presidential Election with (b) (4), (b) (6). VOA Senior White House Correspondent (b) (6) will be presenting on her capacity as a journalist covering the US politics.

East-Asia Pacific (India) | Live Interactives Gains Audience

- The USAGM Asia Marketing Office continues to facilitate (b) (4), (b) (6) interactive weekly co-production on political news from the US. Since its first airing at the end of August, the program has an average of 20K – 30K viewers on YouTube alone.

West Africa (Regionwide) | SES-5 Satellite Migration Update

- The West Africa Regional Marketing office helped facilitate the completion of the SES-5 satellite migration for seven countries: Ghana, Guinea, Togo, Mali, Benin, Cote d'Ivoire, and Burkina Faso.

South/East Africa (Tanzania) | Broadcasting Rights Permitted by TCRA

- The TCRA (Tanzania Communications Regulatory Authority) has started granting local broadcasters permission to rebroadcast foreign content. USAGM's affiliate, (b) (4), (b) (6) received permission to rebroadcast VOA programs; however, they are also held libel in case of any complaints.

South/East Africa (Rwanda, Kenya, Uganda) | Startup Africa Program

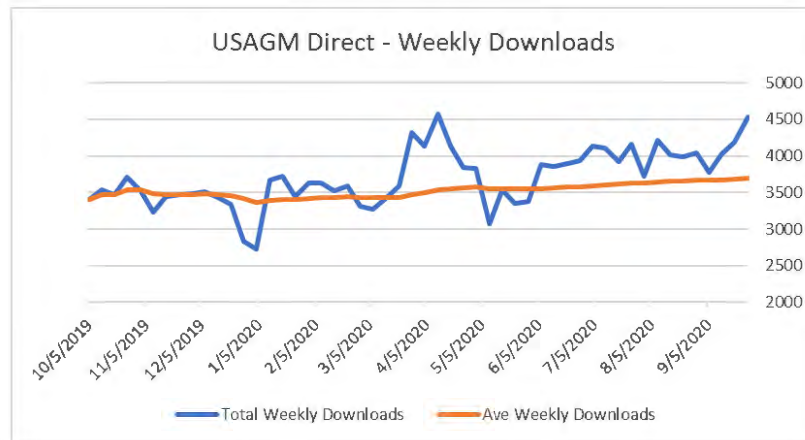
- The USAGM South/East Africa office received positive feedback from three co-production partners of the new Africa division program, which launched in September. (b) (4), (b) (6) started airing the program on September 17, (b) (4), (b) (6) started on September 21, and (b) (4), (b) (6) started on September 26. Feedback about the program was positive with stations commenting on the unique narration style, the long shelf life of the program, and the production value.

Affiliate Engagement | UN General Assembly Coverage

- Combined efforts between the VOA Africa Division and Business Development office led to substantive two to three-minute daily video wraps on the 75th UN General Assembly in French and English to over 300 contacts at our affiliate stations throughout Africa. For the event, held virtually due to Covid-19 restrictions, Africa Division reporter (b) (6) reported from the UN headquarters on the African leaders who attended in person, and also virtually, providing a resource most media on the continent could not easily or directly obtain.

Projects and Collaborations | 30% Increase in USAGM Direct Downloads

- The number of weekly file downloads from USAGM Direct showed a 30% increase from last fiscal year. This can be attributed to a shift to online workflows since the spring, as well as strong interest in pandemic and election-related coverage throughout the spring and summer.





New Affiliations/Agreements:

(b) (4), (b) (6)

COUNTRY	AFFILIATE NAME	PROGRAMS
Albania	(b) (4), (b) (6)	VOA TV Albanian Ditari

(b) (4), (b) (6)

(b) (4), (b) (6)

- **Mali** - In (b) (4), (b) (6) began taking the Bambara shows: Mali Kura, Anba Fo, and Farafina Foly. The station also signed an unpaid agreement to rebroadcast five French-to-Africa programs, including Le Monde Aujourd'hui.
- **Burkina Faso** - The Office also signed a nonmonetary contract with (b) (4), (b) (6) Burkina Faso.

South and East Africa | New Partners in Kenya and Somalia

- **Kenya** - The USAGM South and East Africa Regional Marketing Office saw (b) (4), (b) (6), Kenya with a network of 4 stations - (b) (4), (b) (6). They will rebroadcast VOA Swahili programs.
- **Somalia** - (b) (4), (b) (6) have signed nonmonetary broadcast agreements to rebroadcast VOA Somali programs. (b) (4), (b) (6) has repeater frequencies in (b) (4), (b) (6). All three stations are in parts of Somalia where there are currently no USAGM affiliates.

East Asia-Pacific | Agreements Signed in Indonesia and Timor Leste

- **Indonesia** - USAGM's East Asia-Pacific Regional Marketing Office signed an unpaid license agreement with (b) (4), (b) (6). This is a short-term agreement until December 2020 due to the duration of 'learning from home' segments on (b) (4), (b) (6). The US Embassy in Indonesia aided this effort.
- (b) (4), (b) (6) - The team also signed an unpaid license agreement with (b) (4), (b) (6), to broadcast VOA Learning English programs. The US Embassy in Timor Leste assisted in this effort.

Distribution of Special Coverage:

Latin America | US Presidential Election Debates

- In October, the USAGM Latin America Regional Marketing Office helped facilitate VOA's full coverage of the presidential debates, which were translated simultaneously into Spanish. Affiliates rebroadcast the debate to their audience using VOA's platforms, including Facebook, YouTube, voanoticias.com, and satellite, giving branding credit to Voz de America.
- More than 50 live shots were tailored to affiliates. VOA's social media accounts had an excellent turnout with more than 22,000 viewers connected on Facebook and more than 3,650+ viewers on YouTube.

- USAGM LATAM Marketing created several promotional graphics for social media to promote the events. The graphics gathered thousands of impressions on Twitter and Instagram before the event, and the brand “Voz de América” was displayed throughout the region by affiliates previously contacted through phone calls, emails, and with support from the US Embassies in the region.
- Comments from (b) (4), (b) (6):
 - “I wanted to express my gratitude for the improvement in the translation of the candidates for the VP made by VOA. Please convey to our friends at VOA that this help is very valuable to us because we presented a high-quality product to our audience. Including the very valuable contribution VOA journalists make with their reports from different places.” – (b) (4), (b) (6)

West Africa | Final Debate Coverage

- The USAGM West and Central Africa Regional Marketing Office facilitated debate coverage by VOA on affiliate stations, including a live Skype interview on (b) (4), (b) (6) in Nigeria.
- Twenty stations in the region aired the debates, including fourteen in Nigeria, three in Liberia, one in Ghana, and two in Cameroon. Four stations in Nigeria also carried US Votes content.
- Furthermore, twenty-five stations in West Africa aired French-to-Africa debate wrap up coverage. These included Benin (2 affiliates), Cameroon (4), Cote D'Ivoire (4), Guinea (2), Togo (2), Mali (1), Senegal (1), Burkina Faso (2), and Niger (3). Also, four French-to-Africa stations aired the daily package.

South and East Africa | U.S. Presidential Debate Coverage

- In South and East Africa there was also much interest in the final U.S. Presidential debate. Several stations in the region carried the event live while some replayed it after the original broadcast. VIP affiliates, such as (b) (4), (b) (6) engaged VOA's newsroom for analysis of the debate.

Eurasia | Current Time's Belarus Coverage Reaches European Audiences

- Current Time again provided live coverage of protests in Belarus to (b) (4), (b) (6), a popular national network in Latvia. Weekly special coverage of weekend protests was picked up by the national network. The USAGM Prague office worked to coordinate the delivery of the programs on behalf of Current Time. Berlin's (b) (4), (b) (6) also picked up the Belarus coverage.

East Asia-Pacific | Debate Coverage Reaches Across Region

- USAGM East Asia-Pacific Marketing Office facilitated US Presidential and Vice President debates coverage with many affiliates throughout the region. The office coordinated with VOA's East Asia-Pacific division on livestreams and wrap-up packages, which were disseminated to all English-speaking affiliates. Affiliates in the following countries broadcasted our debate livestream, wrap up package, and/or posted articles from VOA: Hong Kong (13 affiliates), Taiwan (11), Indonesia (5), Mongolia (5), India (3), Myanmar (1), and Thailand (1). Furthermore, a webinar on the 2020 debate was held at (b) (4), (b) (6) in Yogyakarta, featuring (b) (6), Senior WH Correspondent for VOA.

Projects and Collaborations | Over-the-Top (OTT) Platform Development

- VOA live-streamed the last presidential debate direct to audiences via the iOS and Apple TV platforms in four languages with simultaneous translation. It was a strong proof of concept for using the system for live events ranging from town halls to breaking news events. The SmartTV apps are currently in Quality Assurance. These would include Samsung Smart TV, LG, Amazon Fire, and Android TV (Sony, Sharp, Hisense, TCL, Vizio, Philips, and others.) Progress on security enhancements and analytics improvements continues. MBN is gearing up for Alhurra's launch; Martí and RFA previously launched on multiple platforms.

Media Development and Training:

Latin America | Cybersecurity Training with Affiliates

- Cybersecurity virtual workshops were offered to VOA affiliates in Central America (Nicaragua, El Salvador, Guatemala, and Honduras). The workshops were organized by the USAGM Office of Business Development and (b) (6), an international, non-profit organization specializing in supporting media organizations.
- Instructors from (b) (4), (b) (6) and Regional Marketing Officer (b) (6) participated in five 90-minute modules designed for our affiliates. More than 45 participants connected via Teams. Each module was focused on discussing various forms of security, such as: the use of technical devices, personal safety, anti-virus software and apps, circumvention tools, how and when to use the virtual cloud, the risks of using free Wi-Fi, and news on social media.



South and East Africa | Media and Election Training

- **Ethiopia** - The USAGM sponsored “Media and Election training” for Ethiopian journalists, October 23-25 concluded successfully. The trainer was (b) (6) [REDACTED] Twenty-three journalists attended this training.

Additional Highlights:

Projects and Collaborations | Direct 2.0 Development and Salesforce



Affiliate Engagement | Content Marketing

- In October, the Affiliate Engagement team produced and coordinated VOA election-related content promotions for the Business Development regional offices. Business Development promoted all of VOA NewsCenter’s U.S Presidential and Vice-Presidential debate coverage, directing affiliate newsrooms to the VOA web site, satellite transmission feeds, and VOA video news wraps.
- The team also promoted upcoming election special coverage and programming, such as a special live edition of “Plugged In: USA Votes.” It publicized the VOA Africa Division language services’ pre-election specials, e.g.

French-to-Africa TV's special daily election capsules and election explainers, as well as Africa language services' election specials.

- Business Development teamed with the VOA Office of Digital Strategy to promote a VOA Election Map, which was popular with affiliates globally. As of early November, it has been used by major affiliates in Turkey, across Eurasia, and by (b) (4), (b) (6) .



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Distribution of Special Coverage:



(b) (4), (b) (6)

(b) (4), (b) (6)

(b) (6)

(b) (4), (b) (6)

- **East Asia** - The East Asia-Pacific Marketing Office facilitated numerous VOA US Presidential election reports for affiliates in the region. The team coordinated live hits with VOA Newsroom for English-speaking affiliates, and VOA's East Asia-Pacific Division for targeted-language affiliates throughout the region. Overall, VOA saw 36 live hits for TV, 12 live hits for radio, 6 live hits for social media platforms (Facebook and Instagram Live), and 44 online media using the VOA election tracking system.
- **Latin America** – While VOA offered affiliates full coverage of the electoral process via TV, radio, and web portals, USAGM's Regional Marketing Office contributed by promoting VOA's content to more than 400 radio, TV, and web portals across the region. Affiliates provided the following feedback:

“I wanted to thank you for the invaluable support that VOA gave us during the election coverage. Your support allowed us to be in key places and have information instantly, at the right time. That meant a lot to us and contributed greatly to the excellent results we had in that electoral coverage.” - (b) (6)

“I would like, on behalf of (b) (4), (b) (6), to thank VOA for the valuable help with its broadcasts from D.C. and Wellington. These were vital to our coverage of the elections in the United States. We are very satisfied and grateful for your help.” - (b) (6)

(b) (6)

New Affiliations/Agreements:

Latin America | Agreement Signed with Venezuelan CCN

- In November, the Latin America Regional Marketing Office signed an affiliate agreement with (b) (4), (b) (6) which will function as the “official information agency” for the (b) (4), (b) (6). In April 2019, the Venezuelan National Assembly approved the creation of the (b) (4), (b) (6)

(b) (4), (b) (6)

Eurasia | Program Placements in Slovakia, Ukraine, and Germany

- Current Time launched its new "Morning" program, which is prepared in Kyiv and a big step forward for the channel. The Eurasia Regional Marketing Office managed to achieve its first placement of the program on (b) (4), (b) (6) in Germany. All new program placements for the month are as follows:

COUNTRY	AFFILIATE NAME	TYPE	PROGRAMS
Germany	(b) (4), (b) (6)	Unpaid	Modification - CT program "Morning"
Slovakia/UK	(b) (4), (b) (6)	Unpaid	VOA English Border Crossings
Ukraine	(b) (4), (b) (6)	Unpaid	VOA TV Ukrainian Chas Time, Window on America
Ukraine	(b) (4), (b) (6)	Unpaid	VOA TV Ukrainian Chas Time, Window on America, Studio Washington

West Africa | New Affiliates in Mali and Cameroon

- Mali - (b) (4), (b) (6), agreed to air "Mali Kura" in Bambara Monday-Friday at 17:00 local time. The new West Africa affiliate will also air several programs on a weekly rotation, including "Votre Santé Votre Avenir," "Bulletin Info Daily," "Sporama," "Le Monde au Féminin," "Dialogue des Religions," "Washington Forum," and "L'Amérique et Vous."
Cameroon - New Cameroon TV affiliate, (b) (4), (b) (6) committed to air the following VOA English-to-Africa and French-to-Africa programs: "LMA TV," "Africa 54," "Learning English," "Washington Forum," "Vous & Nous," and "Carnet de santé."

South and East Africa | Kenyan Affiliate Starts Broadcasts

- Kenya - (b) (4), (b) (6), a Swahili affiliate, started broadcasting VOA programs. The station has 4 frequencies in the cities of Malindi, Mombasa, Voi, and Lamu in the coastal region of Kenya. The station broadcast in an area with estimated population of about 3 million people.

East Asia-Pacific | Radio Station Extends Contract in Laos

- Laos - USAGM awarded an option year-two monetary agreement for (b) (4), (b) (6) radio station to broadcast VOA and RFA Lao programs. This procurement

will continue to allow VOA and RFA presence inside the country, which is one of the remaining socialist ones in Southeast Asia.

- **Bhutan** - USAGM's Asia Marketing Office signed a non-monetary affiliate agreement with the (b) (4), (b) (6), a new public broadcasting service in Bhutan, which will launch in February 2020. They are interested in broadcasting VOA Learning English programs and other VOA English content.
- **Taiwan** - Business Development also signed a non-monetary agreement with the (b) (4), (b) (6). It is interested in using various VOA programs on its website.

Media Development and Training:

South and East Africa | Media and Election Training

- **Uganda** - Planning continues for Media and Election training, which will be held in Kampala, Dec 11-13 for USAGM affiliates. With Presidential elections scheduled for January 2021, this training will provide journalists with the skills needed to cover elections and the role of media during elections.

USAGM Alumni Network Grows to +145 Members

- USAGM's Training Alumni Network group now has reached 145 journalists who participated in the agency training programs in Africa, Europe, and East Asia-Pacific regions. Members of the group have participated in international media conferences and improved their skills using training materials posted via Facebook for the group.

Additional Highlights:

Projects and Collaborations | USAGM Direct continues renewal project

- The USAGM Direct 3.0 project planning sessions for revitalizing the online file-based distribution platform continue. Despite a minor delay in contractor security processing, the general timeline for beta launching English and Spanish in FY Q2 remains on track. The agency is working with Diversified and (b) (4), (b) (6) to create a new and better content distribution system for affiliates.

Projects and Collaborations | RFA Launches OTT Apps on Samsung and LG

- Radio Free Asia has launched both a Samsung Smart TV app, as well as an LG connected television app. RFA was already available on Apple iOS, Apple TVOS, and multiple television sets using Android TV as the interface (Sony, Philips, TCL, Hisense, Sharp, more). RFA's availability on Amazon Fire TV will come shortly.

- Similarly, VOA, which is available on Apple iOS and Apple TVOS, will deploy on the Smart TV and Android TV platforms within weeks. One caveat is that Samsung and LG often take up to a month to approve deployment to their respective stores, and this may be complicated by the holiday season.
- To reach full compliance regarding security upgrades, Business Development will need to either modify the contract with additional funding and/or extend the time frame for upgrade. The team anticipates one-time costs of approximately (b) (4) and ongoing/annual costs of monitoring etc. of approximately (b) (4) or about (b) (4) and believes that both estimates are slightly to the high side.

South and East Africa | Pressure on Broadcasters in Ethiopia

- Following weeks of conflict and war between the Ethiopian Government and the TPLF, there is growing pressure from the government and its supporters to suppress news regarding the conflict. As a result, international broadcasters have been a victim to pressure from the government to suspend all International broadcasters. (b) (4), (b) (6) has stopped broadcasting DW Amharic, and (b) (4), (b) (6) stopped carrying BBC Amharic programming three days after the conflict in Tigray region broke out. The government has also been mounting pressure on VOA broadcast partner (b) (4), (b) (6) to stop broadcasting VOA Amharic and Oromo content. However, (b) (4), (b) (6) has decided to stand with VOA and continue to broadcast VOA content. Currently, VOA is the only international broadcaster on FM in Ethiopia.

South and East Africa and Latin America - Conversion of Affiliates to Ku-Band

- USAGM-contracted technicians spent close to three months in the DRC converting all affiliates from Intelsat 907 to SES-5, a Ku-Band satellite. Additionally, affiliates in Latin America were successfully switched over to Ku-Band.



UNITED STATES
BROADCASTING
BOARD OF
GOVERNORS

Distribution of Special Coverage:

(b) (4), (b) (6)

(b) (4), (b) (6)

(b) (4), (b) (6)

(b) (4), (b) (6)

(b) (4), (b) (6)



- In **Latin America**, The US Presidential Inauguration was also praised by affiliates as an “excellent transmission,” “well covered,” “very professional,” “at the top of the ladder,” and “successful.” More than 120 affiliates rebroadcast VOA’s special coverage, the Spanish simultaneous translation, various news packages, and Q&A with reporters.
- The **East Asia-Pacific Business Development** office facilitated VOA’s live interactive reports in English and other targeted languages for 22 affiliates and live streaming for 34 affiliates in Hong Kong, India, Indonesia, Mongolia, Taiwan, and Thailand. In some countries, the affiliates provided simultaneous translation during the live stream.



New Affiliations/Agreements:

South and East Africa | New Affiliates in Somalia

- Satellite downlink equipment was installed at the following new affiliates in Somalia so they can receive and rebroadcast VOA programs: (b) (4), (b) (6)

Eurasia | Breakthroughs in Uzbekistan and Moldova

- **Uzbekistan** – In December, the Eurasia Business Development Office signed MOUs with two news outlets in Uzbekistan: (b) (4), (b) (6) These

pave the way for continued cooperation, heralding a breakthrough following a concerted push by the VOA Uzbek Service, Training, and Business Development over the past year. The push has included presence in Tashkent and a herculean effort by (b) (6) in helping to get these agreements signed.

- **Moldova** - (b) (5)



- **Latvia** – Two radio stations in Latvia, (b) (4), (b) (6) began unpaid affiliations for RFE/RL Russian content.
- **Ukraine** – (b) (4), (b) (6) signed an agreement to broadcast the programs RFE/RL Historical Liberty, Saturday’s Interview, Weekly Liberty, and Donbass Realities.
- **Canada** – (b) (4), (b) (6) signed up to use VOA Urdu news programs.

West Africa | First Agreement Made in Central African Republic

- **CAR** - Business Development’s West Africa Marketing Office signed its first affiliate agreement in the Central African Republic (CAR). (b) (4), (b) (6)

(b) (4), (b) (6)

- **Nigeria** - The West Africa Business Development Office signed several new affiliates in Nigeria. (b) (4), (b) (6) will broadcast Hausa shows as well as English-to-Africa. Additional agreements were made with (b) (4), (b) (6)

(b) (4), (b) (6)

- In **Sierra Leone**, (b) (4), (b) (6) began affiliations with USAGM.
- In **Cameroon**, a new radio affiliate, (b) (4), (b) (6), agreed to air Apprenez L’Anglais, Sporama, LMA, and Votre Santé, Votre Avenir, and an agreement was also made with (b) (4), (b) (6).
- In **Senegal**, (b) (4), (b) (6) began airing the following programs on radio and digital TV: Le Monde Aujourd’hui, Votre Santé Votre Avenir, Apprenez l’Anglais, Sporama, and Washington Forum.

East Asia-Pacific | New Agreements in India, China, and Indonesia

- **India** – Business Development’s East Asia-Pacific Marketing Office signed an affiliate agreement with (b) (4), (b) (6)

(b) (4), (b) (6)

- **China** - Business Development signed an affiliate agreement renewal with (b) (4), (b) (6)
(b) (4), (b) (6) is carrying VOA English content, such as American Report, English in a Minute, Everyday Grammar, Let’s Learn English, and Yolo English. (b) (4), (b) (6)

- **Indonesia** - (b) (4), (b) (6) joined USAGM Direct and embedded VOA Indonesian content into their site. Additionally, (b) (4), (b) (6), which also joined USAGM Direct, taking VOA Indonesia content as needed. Other new affiliates for VOA Indonesian content included: (b) (4), (b) (6)

(b) (4), (b) (6)

Latin America |

- In December and January, Business Development’s Latin America Regional Marketing Office signed agreements with: (b) (4), (b) (6)

(b) (4), (b) (6)

Media Development and Training:

South and East Africa | Elections Training in Uganda

- Business Development held a successful training in Kampala, Uganda with its partner, (b) (4), (b) (6) on Dec. 11-13 on the topic of “Investigative Journalism Training on Covering Elections.” This hands-on training was a timely experience for journalists to help build their skills and knowledge on the role of media ahead of Uganda’s upcoming elections. Topics included data, safety, social media, fact-checking, electoral laws, and media ethics.



Eurasia | Business Training in Uzbekistan

- Forty-five journalists, including from (b) (4), (b) (6) and journalism educators participated in a Workshop on Business/Economic Reporting in Tashkent on 16-18 December 2020. The Embassy also joined the event. In a series of six training modules, the workshop covered the basics of business journalism and included presentations, discussions, practical examples, and exercises in Uzbek and English (with translation).

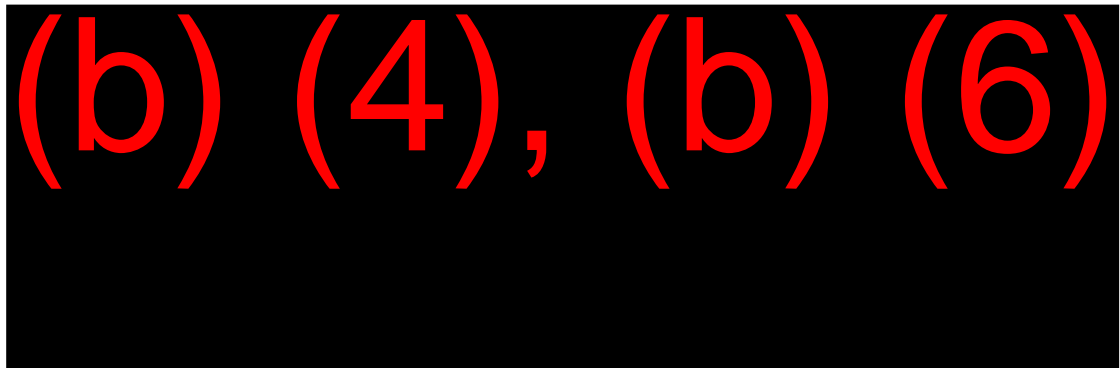
Latin America | Training at Venezuela-Columbia Border

- In December, the Business Development Latin America office organized a four-module training in Cucuta, Columbia, a city on the border with Venezuela. About eight Venezuelan journalists participated in the workshop, which was supported by the government.

Additional Highlights:

West Africa | StartUP Africa Placement

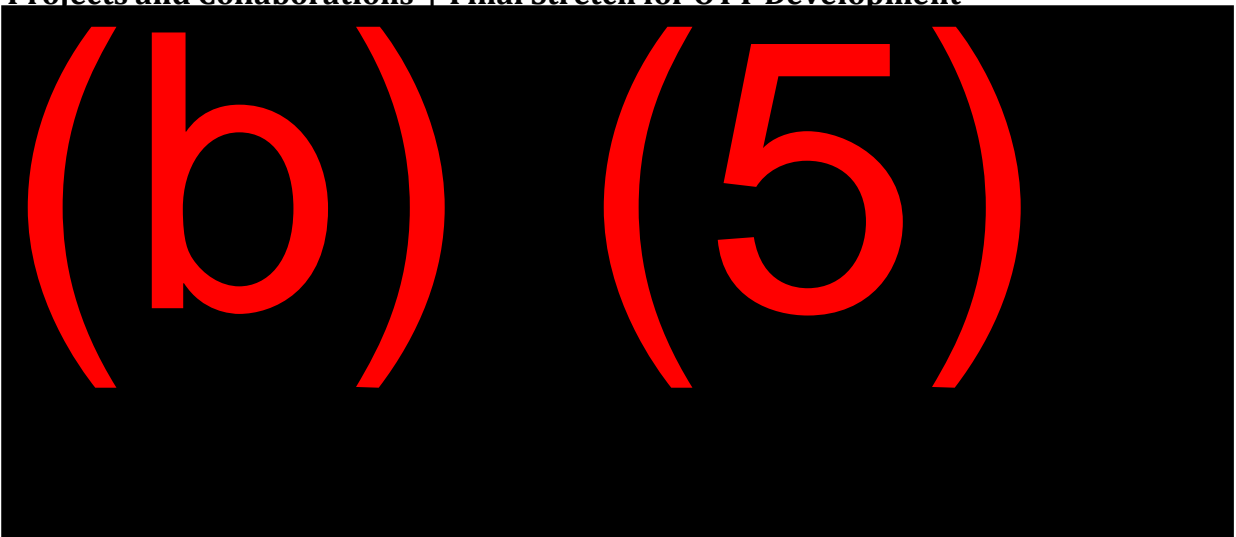
- VOA'S StartUP Africa is a 6-part business-themed TV series which tells the stories of the challenges, hopes and fears faced by young tech entrepreneurs in Africa as they develop their startup from an idea to a business. In addition to the co-production partners that aired the show, Business Development's West Africa Marketing Office has placed it with these additional partner stations:



Latin America | Promotion at Venezuelan Border

- In December, the Business Development Latam Regional Marketing Office organized promotions at the border between Colombia and Venezuela for VOA and its TV/Radio program Venezuela-360. “Serenades”, an art mural designed by a Venezuelan artist and painted by Colombian artists, was installed in a city park in Cucuta, Columbia near medical centers and shelters where hundreds of Venezuelan migrants congregate. USAGM ordered new billboards promoting VOA’s website and social media accounts and is working with affiliates at the border to market programming. It has also distributed t-shirts and facemasks among Venezuelans arriving in Colombia fleeing the economic and political crisis.

Projects and Collaborations | Final Stretch for OTT Development



Affiliate Engagement/Content Marketing

- Business Development’s Affiliate Engagement team promoted VOA coverage of the US Presidential Inauguration. An email campaign went to English-language affiliates, specifically designed to position VOA platforms as sources for inaugural news – plus a feed of the inaugural ceremony. Email notices were also sent by the Trainings team to the Dept. of State’s American Spaces for events in various parts of the world.
- Another email campaign was designed to promote VOA’s program “Plugged In with Greta van Susteren,” which was used by several TV affiliates in Eastern Europe, East Asia, and Africa.



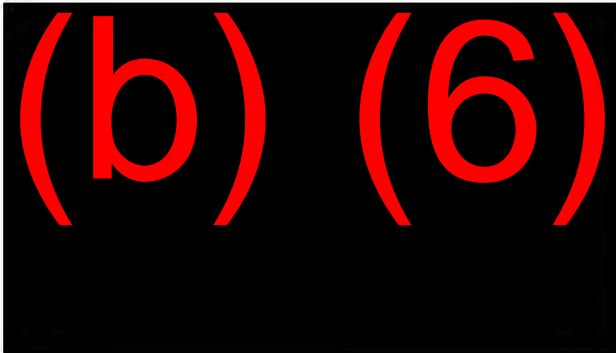
For your own reporting needs
 VOA NewsCenter brings you coverage of the
 U.S. Presidential Inauguration
 Starting Tuesday, 19 January 2021

On Wednesday, 20 January 2021, Joseph R. Biden, Jr. will be inaugurated as the 46th President of the United States, at 12 PM local, as presided by the United States Capitol Police. Kamala Harris will also take her oath as the first female U.S. Vice President. The inaugurations will take place on the West Front of the United States Capitol in Washington, D.C.



VOA's Plugged In:
 U.S. Inauguration & the Transition of Power
 LIVE from the U.S. Nation's Capitol Washington, D.C.
 Wednesday, 20 January 2021
 Satellite transmission time: 2230-2300 UTC/GMT
 *This program will reach some parts of the world the evening of 20 January and the morning of 21 January.

- Additionally, Business Development worked closely with the VOA's NewsCenter to set up a system for providing live reports for VIP affiliates. This effort resulted in providing live crossings throughout the day and evening to VIP affiliates in India, East Asia, and Africa.
- Finally, the events of January 6th's electoral vote count and subsequent assault at the Capitol drove Business Development to produce an email campaign to English-language affiliates advising them of VOA NewsCenter's active coverage of the events.



VOA NewsCenter Coverage:
 U.S. Election Victories & Chaos



Coverage Reports and Video Stories Available Now for all VOA Global English Affiliates



Business Development Highlights February 2021

Distribution of Special Coverage:

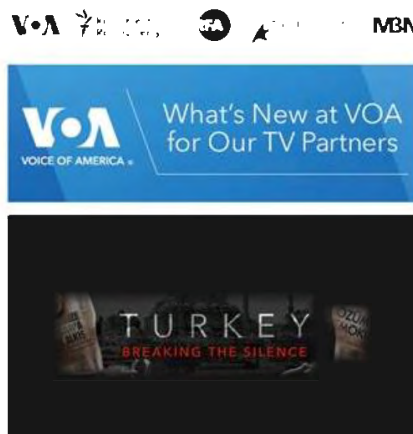
VOA and RFA Burmese Delivery to Myanmar

- In the aftermath Myanmar's coup and subsequent blocking of Internet services, Business Development's Affiliate Engagement team worked closely with the VOA Burmese Service, RFA East Asia Division, and TSI to produce notices for broadcasters and the public about content access, namely additional Medium and Short-Wave times and frequencies, circumvention tools, and home satellite details.

VOA documentary "Turkey: Breaking the Silence"

- Business Development ran an email campaign to English language TV affiliates worldwide to encourage affiliates to schedule VOA's newly released documentary "Turkey: Breaking the Silence." Affiliates were encouraged to promote the documentary and consider adding it to their program schedule around the upcoming May 3rd World Press Freedom Day.

From the networks of the U.S. Agency for Global Media



New Affiliations/Agreements:

West Africa | New Hausa Radio and English-to-Africa TV Affiliates

- **Nigeria** – USAGM's West Africa Regional Marketing Office signed agreements with new TV affiliate (b) (4), (b) (6) will air the following English content: Straight Talk Africa, VOA Tek, Red Carpet,

Africa 54, Heathy Living, and several VOA documentaries. (b) (4), (b) (6) will air: Nasihar Lahadi, Yanayi Da Muhali, Kowa Ya Bar Gida, Yau Da Gobe, Ciwo Mace Na Ne, Noma Tushen Arziki, and Domin Iyali.

Eurasia | Agreements with Latvian Partners, Current Time in Armenia

- **Latvia** – USAGM’s Eurasia Regional Marketing Office signed agreement modifications with (b) (4), (b) (6) to increase placement of VOA and RFE/RL programs in Latvia. They will both take five shows in their radio lineup, including RFE/RL Russian and VOA Presidential stories.
- **Latvia** (b) (4), (b) (6), a Current Time affiliate, expanded cooperation with USAGM by taking Polygraph.Info stories and airing them on their channel. The agreement came about after a Latvian government call for public broadcasters to do more to combat disinformation in the public media space in Latvia.
- **Armenia** – The distributor (b) (4), (b) (6) agreed to carry Current Time’s 24/7 linear channel in Armenia.

East Asia-Pacific | New Partnerships and Renewals of Key Affiliates

- **Taiwan** – Business Development was in touch with (b) (4), (b) (6), which registered on Direct and will do a one-month trial of VOA programs. The channel can be viewed in mainland China nationwide TV networks.
- **Laos** - USAGM awarded a renewal agreement to (b) (4), (b) (6) to broadcast VOA Lao “American Idiom English with Toui and Mani,” which airs on Saturday and Sunday evenings local time.
- **Thailand/Burmese** - USAGM awarded a renewal agreement to (b) (4), (b) (6) in Thailand to broadcast VOA and RFA Burmese daily radio program. (b) (4), (b) (6)
- **Thailand/Burmese** - USAGM awarded a renewal agreement to (b) (4), (b) (6) in Thailand to broadcast VOA and RFA Burmese daily radio programs. (b) (4), (b) (6) serves predominantly migrant, ethnic, and local communities.
- **Indonesia** - The following news outlets registered for USAGM Direct in Indonesia: (b) (4), (b) (6)

(b) (4), (b) (6)

Media Development and Training:

Latin America | Virtual Conference on the Future of Radio

- A virtual conference in Spanish organized by USAGM addressed the topic of the future of radio in Latin America. The virtual event brought together a group of experts, mostly radio directors, from Argentina, Bolivia, Ecuador, Guatemala, Nicaragua, and Venezuela. The three-hour conference, moderated

by RMO (b) (6), answered questions from more than 65 participants about the path that traditional radio is taking, the effects of online radio during the pandemic, the silence of the press by authoritarian governments, new technologies, advertisement in times of crisis, and strategies to follow in the coming years.



Eurasia | Online Safety Trainings Offered in Russian

- USAGM affiliates in Eurasia have been taking advantage of free online trainings on “Safety & Security for Journalists” in Russian, which were offered to USAGM’s Media Development & Training team by (b) (4), (b) (6)

Additional Highlights:

Eurasia | Iraqi Relationship Recovered, Balkan Research

- **Northern Iraq** - After a visit to Suleymaniya the last weekend of January, (b) (6), USAGM’s representative in Erbil, managed to salvage the (b) (4), (b) (6) affiliations after hand delivering an e-mail from VOA South and Central Asia Director (b) (6) . (b) (5)

(b) (5)

- **Balkans** -

(b) (5)

East Asia-Pacific | Embassy Meeting on Cambodia

- **Cambodia** – RMO (b) (6) and Marketing Assistant (b) (6) met virtually with the US Embassy PAO in Phnom Penh to (b) (5)

(b) (5)

Eastern and Southern Africa | High Level Discussions on (b) (4), (b) (6) Affiliate

- **Burundi** - Business Development's Acting Director (b) (6), and RMO (b) (6) met with (b) (4), (b) (6) at U.S. Embassy Bujumbura, Burundi to update them about events associated with the Bujumbura VOA FM affiliate. (b) (5)

West Africa | New Africa Radio Content Launched, Virtual Retreat

- **New Content** - Business Development worked closely with the Africa Division to coordinate programming initiatives for VOA Afrique Radio programs and VOA Hausa's new radio content. New Hausa segments have been created to address critical issues affecting the community and create better impact. The new radio features are aimed at addressing emerging developments, such as political instability, unemployment, ethnic conflict, youth restlessness, socio-economic issues, and more.



Urgent:
Modification de la grille des programmes de VOA
Afrique Radio
Effective à partir du lundi, 15 mars 2021



- **Retreat** - The West Africa Office also held a virtual retreat in February. The RMO congratulated the team for being very resilient during the pandemic and focusing on their goals. Regional Marketing Representatives were also recognized by Business Development's leadership in DC.

Projects and Collaborations | Increased Salesforce Utilization, Final Stretch for OTT and Direct

- **Salesforce** - Business Development made significant progress in boosting utilization of its affiliate relationship management software, Salesforce. It organized trainings for its regional offices' locally employed staffs and regional representatives about to use the software for sales and marketing.

Furthermore, the department began talks on providing data and access more effectively to agency networks. The database also proved useful for reaching Burmese language affiliates during Myanmar's recent political crisis.



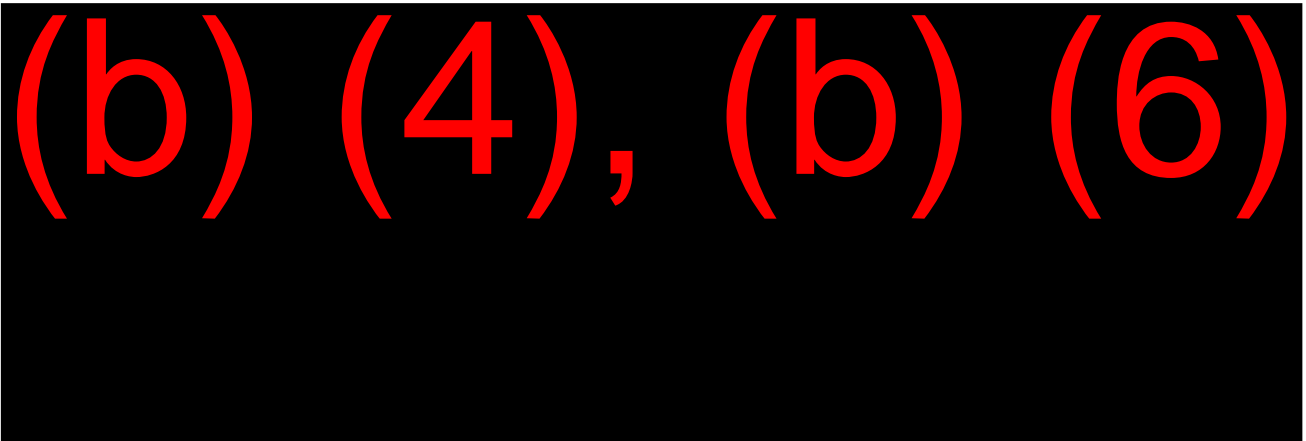


Business Development Highlights March 2021

Featured Highlight:

Eastern and Southern Africa | VOA Club in DRC

- **Democratic Republic of Congo** – USAGM Business Development connected with affiliate (b) (4), (b) (6), which has begun an active VOA Club with approximately 50 participants. Club members write out the schedule of VOA programs on a blackboard at the central Post Office so that people who walk by can see the schedule. USAGM plans to send the club promotional items.



New Affiliations/Agreements:

Eastern and Southern Africa | Kenyan Radio and Programs

- **Kenya** –USAGM’s Eastern and Southern Africa Marketing Office signed a broadcast agreement with (b) (4), (b) (6), for VOA Swahili’s “Kwa Undani” program. The affiliate has a network of four stations: (b) (4), (b) (6)
(b) (4), (b) (6)
- **Kenya** – Business Development also negotiated with current affiliate (b) (4), (b) (6) to add VOA’s “Maisha na Afya” (Healthy Living) to its weekly schedule. The program broadcasts on Saturdays at 18:00 local time.

West Africa | Three Agreements in Nigeria

- **Nigeria** - USAGM’s West Africa Marketing Office agreed with digital affiliate in (b) (4), (b) (6) to provide packages for the programs “StartUP Africa”, “Our

Voices”, “Red Carpet”, and “Worth of a Girl” from USAGM Direct. Additionally, it made an agreement with (b) (4), (b) (6), to air VOA Hausa programs “Zauren Matasa”, “Arewa A Yau”, and “Zauren VOA”. Lastly, the office came to terms with (b) (4), (b) (6) to broadcast the following English-to-Africa TV programs: “VOA Tek”, “Red Carpet”, “A54”, “Healty Living”, and some selected documentaries – as well as Hausa radio content: “Nasihari Lahadi”, “Yanayi Da Muhali”, “Kowa Ya Bar Gida”, “Yau Da Gobe”, “Ciwo Mace Na Mace Ne”, “Noma Tushen Arziki”, and “Domin Iyali”.

Eurasia | New Russian and Ukrainian Affiliates

- **Russia** - Despite intense pressure by Russian authorities on USAGM operations, its Eurasia Marketing Office signed a contract with another new affiliate - (b) (4), (b) (6)
- **Ukraine** - (b) (4), (b) (6) signed agreements with USAGM Business Development to broadcast VOA Ukrainian “Chas-Time”, “Window on America”, “Studia Washington”, as well as RFERL Ukrainian “Donbas Realities”, “Crimea Realities”, “Saturday Interview”, “In Ukraine”, “In Europe”, and radio stream.
- **Ukraine** – The Eurasia Marketing Office negotiated with (b) (4), (b) (6) - to confirm its interest in RFE/RL programming in addition to VOA Ukrainian content. They signed a wide-ranging affiliate agreement that includes VOA Ukrainian “Chas-Time”, “Window on America”, “Studia Washington”, as well as RFERL Ukrainian “Donbas Realities”, “Crimea Realities”, “Saturday Interview”, “In Ukraine”, and “In Europe.”
- In **Estonia**, (b) (4), (b) (6) signed up with USAGM for Current Time’s “Active Memory”. In **Kosovo**, (b) (4), (b) (6) began using RFE/RL Albanian radio programs, and in **Georgia**, the (b) (4), (b) (6) agreed to take Current Time’s “Great American Road Trip”, “VOA Artifacts”, and “Music of the Era”.

East Asia-Pacific | Indonesian Radio and Direct Partners

- In **Indonesia**, (b) (4), (b) (6) signed a new agreement with USAGM’s East Asia Marketing Office to broadcast on radio “VOA Indonesia Headline News”, “VOA This Morning”, and “VOA This Evening.”
- USAGM Business Development convinced several media outlets in **Indonesia** to register for USAGM Direct, including (b) (4), (b) (6)
(b) (4), (b) (6)
- In **Mongolia**, USAGM’s partner (b) (4), (b) (6) renewed its agreement and added the following new (b) (4), (b) (6) taking news from VOAnews.com; and (b) (4), (b) (6) taking VOA Learning English.

Media Development and Training:

Latin America | Cybersecurity Workshop

- On March 17-25, USAGM's Latin America Marketing Office and (b) (4), (b) (6) organized a virtual cybersecurity workshop for VOA affiliates in Central America (Nicaragua, Honduras, El Salvador, and Guatemala). More than 40 news directors, editors, reporters, and producers from across the region connected to learn about cybersecurity. Experts from (b) (4), (b) (6) and Regional Marketing Officer (b) (6) discussed the importance of technical devices, personal safety, anti-virus software, circumvention tools, the cloud, Wi-Fi risks, and news on social media.

Uzbekistan | Business Reporting Series

- USAGM's Media Development and Trainings Office facilitated a four-day interactive workshop on March 11-13 for twenty-nine journalists from national and regional media outlets across Uzbekistan. Participants improved their skills in covering business and the economy. As part of the workshop, journalists talked to the managers of (b) (4), (b) (6)

(b) (4), (b) (6)

Additional Highlights:

Latin America | Venezuela Outreach

- On Thursday, March 11, the Latin America Marketing Office held a virtual meeting with Venezuelan media representatives, news directors, and government representatives from (b) (4), (b) (6) in Venezuela, and media directors from (b) (4), (b) (6). The purpose of the event was to introduce USAGM and VOA products and services, as well as the branding campaign at the Colombian-Venezuelan border. Many of the participants shared their familiarization of VOA's brand. (b) (4), (b) (6)

said, (b) (6)

(b) (6)

West Africa | StartUP Africa: Season Two

- USAGM's West Africa Marketing Office contracted and funded training videos for the second season of VOA's co-production "StartUp: Africa." The videos were sent to partner stations to help guide and assist them for implementing the new season. Three training videos in English were specially designed and recorded for co-production affiliate stations with each video about 20 minutes in length and covering segments on the program and its production. The

trainings created a learning environment for returning producers and an orientation for any new members of the co-production teams.

Eurasia | Balkans Strategy Sessions

- **Balkans** - Regional Marketing Officer (b) (6) held four meetings with the Eurasia Division and Bosnian, Serbian, Macedonian, and Albanian Service Chiefs to coordinate strategy for the coming year and present opportunities reported by representatives in the field. Despite COVID-19, the office solidified its affiliation with (b) (4), (b) (6) throughout the Balkans. It also has plans for placement in Macedonia online and further prospects for the service's flagship program on (b) (4), (b) (6).

East Asia-Pacific | Election Webinar

- **Indonesia** - USAGM's Asia Marketing Office facilitated a webinar on "Journalist's views on the election of President Joe Biden," hosted by the (b) (4), (b) (6) Indonesia. The webinar was conducted in English and VOA journalist, (b) (6), was the speaker for the event.

East Asia-Pacific | Bangla Partnership Ends

- **Bangladesh** - VOA Bangla officially ended its broadcast on (b) (4), (b) (6) affiliation, when the monetary agreement ended. It was VOA's request to end the agreement. Additionally, (b) (4), (b) (6)

Affiliate Engagement | Email Marketing Campaigns

- USAGM's Affiliate Engagement and Content Marketing team sent email campaigns to affiliates to promote special coverage. These included the VOA Africa Division's second round of Covid-19 TV program specials for the Somali and Portuguese-to-Africa Services, as well as VOA NewsCenter's one-year pandemic special episode of "Plugged In with Greta Van Susteren" for English language affiliates worldwide.



Waa barnaamij ay heli karaan dhammaan TV-yada daneynaya

Bishi March ee 2020, hay'adda WHO ayaa ku dhawaaqday in COVID-19 uu yahay xanuun safmar ah oo dunda argagax, cabsi iyo xayiraaddo badan gelayey.

Hadaaha VOA waxay etim soo gudbinaysa barnaamijkan gaarka ah oo ku saabsan xaaladda COVID 19 sanad kaddib. Waxaa ka qeybaleysha dhakhaatiir diradda saaraya xanuunka COVID-19 ee Soomaaliya, sababta uu xanuunkan uu soo laba-kadeeyay iyo waliba faa'iideeda lala'aaha la gelayay Soomaaliya.



VOA NewsCenter Special Reports

Non (WHO) declared Covid-19 a global pandemic, sending the world into lockdown, shut

the United States has the most covid casualties, over half a million lives lost, along with face substantially impact, new viral strains, and a fight for access to vaccines.

Projects and Collaborations | OTT and Direct Projects





Business Development Highlights April 2021

Featured Highlight:

Projects and Collaborations | OTT Apps Launch on Samsung, Android

(b) (5)

Affiliations and Agreements:

Eurasia | Current Time Deal in Estonia

- **Estonia** – USAGM’s Eurasia Marketing Office signed a contract with (b) (4), (b) (6) for nationwide terrestrial broadcasts of Current Time in Estonia. This deal is a result of nearly two years of conversation and negotiation and further cements the channel’s reach and relevance in the Baltics.
- **Bosnia and Herzegovina** – USAGM’s Eurasia Marketing Office negotiated an agreement with (b) (4), (b) (6), which will put the VOA Bosnian flagship program “Studio Washington” on at a set 11:00pm time slot Monday-Friday. This program will air on providers throughout the Balkans and will also be available throughout Europe and the rest of the world to diaspora viewers.
- **Kosovo** - USAGM Business Development added (b) (4), (b) (6) as an affiliate in Kosovo. It will air VOA’s Albanian Ditari program. Furthermore, USAGM affiliate (b) (4), (b) (6) will add RFE/RL’s Albanian “Iustitia” program to its broadcast schedule.

West Africa | Agreements in Cape Verde and Nigeria

- **Cape Verde** – USAGM Business Development reached a new Digital Portuguese-to-Africa affiliate agreement with (b) (4), (b) (6).
- **Nigeria** - USAGM Business Development signed a new agreement with (b) (4), (b) (6), which launched a radio station. It will air the VOA programs: Health Chat, Let’s Talk, Music Time Africa, African Music Mix, African Beat, Nightline Africa, Sonny Side of Sports, Africa News Tonight, and Daybreak Africa.

Eastern and Southern Africa | Expanded Programing in Ethiopia, Kenya

- **Kenya** - USAGM Business Development learned that (b) (4), (b) (6) is now broadcasting Duniani Leo and Africa 54 live. Previously, both programs were recorded and aired later. The station also broadcasts Straight Talk Africa live.

East Asia-Pacific | Broadcasting Agreements in Indonesia and the Philippines

- **Indonesia and the Philippines** - USAGM's East Asia Marketing Office signed broadcasting affiliate agreements with (b) (4), (b) (6) in Indonesia for VOA Learning English and (b) (4), (b) (6) in the Philippines for VOA Newscasts. The following three affiliates also created USAGM Direct accounts: (b) (4), (b) (6)

(b) (4), (b) (6)

- **India** - USAGM's East Asia Marketing Office facilitated a co-production for VOA and (b) (4), (b) (6) after weeks of hiatus. VOA contributed two stories on immigration issues on the southern border and the police officer Derek Chauvin's trial, followed by interactive Q&A with a VOA reporter. The show was uploaded on the (b) (4), (b) (6) YouTube channel, which has more than 2 million subscribers.

Media Development and Training:

Eastern and Southern Africa | Mobile Journalism in Ethiopia

- **Ethiopia** - USAGM's Eastern and Southern Africa Marketing Office completed a training workshop (April 23-25) on "Best Practices in Mobile Journalism" for affiliates and prospective affiliates in Ethiopia. Twenty-three editors, producers and journalists from 13 media houses across the country were invited. This training provided the journalists with new skills to use in covering the upcoming parliamentary elections scheduled for June 5. One attendee said "It didn't feel like a training. It felt like I was doing my job."

(b) (6)

Latin America | Virtual Conference for Journalists

- On April 6th, USAGM's Latin America Marketing Office organized a virtual conference in Spanish with more than 40 journalists from the Latin America

region about the effects of COVID-19 and the freedom of press. For many journalists and producers in the Latin America region, the pandemic affected their jobs, from teleworking to encountering new protocols to obtain government health information.

Latin America | Series for USAGM Central American Affiliates

- The Office of Business Development held three virtual affiliate conferences with 50 international news directors, editors, and producers from Central America. The 90-minute meetings were held on April 7th, April 14th, and April 21st. Each session was dedicated to a specific media format to understand its specific needs. The meeting served to continue establishing a stronger communication between affiliate participants and VOA, focusing on relations with Central American VOA affiliates.

Additional Highlights:

East Asia-Pacific | Public Speaking Event

- Regional Marketing Officer (b) (6) participated as a speaker for a webinar on “Persuasive Public Speaking” at (b) (4), (b) (6). The virtual event was attended by approximately 80 – 90 people, including students, lecturers, and other academia.



Business Development Highlights May 2021

Featured Highlight:

Basketball Africa League (BAL) Games Broadcast on VOA Radio Affiliates

- USAGM Business Development facilitated broadcasting of the Basketball Africa League (BAL) tournament on several VOA radio affiliates in May. The Affiliate Engagement team and Regional Marketing Officers worked in collaboration with VOA's Africa Division to promote the inaugural tournament as well as to advise on program pre-emptions. Fifteen affiliate radio stations in Democratic Republic of Congo (DRC), six in Nigeria, three in Cote d'Ivoire, two in Guinea, two in Burkina Faso, and one each in Benin, Cameroon, and Togo aired the games. Affiliates in the DRC and Republic of Congo also included game summaries in their newscasts. The two-week project pointed to strengths and considerations for a second possible year of partnership.

New Affiliations and Agreements:

Eurasia | New Content Placements in Macedonia and Moldova

- **Macedonia** – USAGM's Eurasia Marketing Office struck an agreement to place a permanent digital widget on the website (b) (4), (b) (6) to promote VOA stories via RSS feed starting on July 1.
- **Moldova** – USAGM Regional Representative in Moldova, (b) (6), placed parliamentary election coverage produced by RFE/RL on affiliate Vocea Basarabeie, which will carry the programming for up to five weeks.
- **Ukraine** – USAGM Business Development agreed with affiliate (b) (4), (b) (6) to air promos for shows on a regular basis as they are produced by VOA.

Eastern and Southern Africa FM On-Air in Uganda, Amharic Added in Ethiopia

- **Uganda** - USAGM Business Development signed VOA Swahili's first affiliate in Uganda, the national broadcaster (b) (4), (b) (6). On May 31, (b) (4), (b) (6) stations started broadcasting VOA's Swahili programs, including Alfajiri (the breakfast program), live Mondays through Fridays at 6:00am local time.
- **Ethiopia** – USAGM Business Development and (b) (4), (b) (6) agreed to start broadcasting the VOA Amharic program on elections and democracy. This is the first time that (b) (4), (b) (6) is broadcasting VOA programs in Amharic.

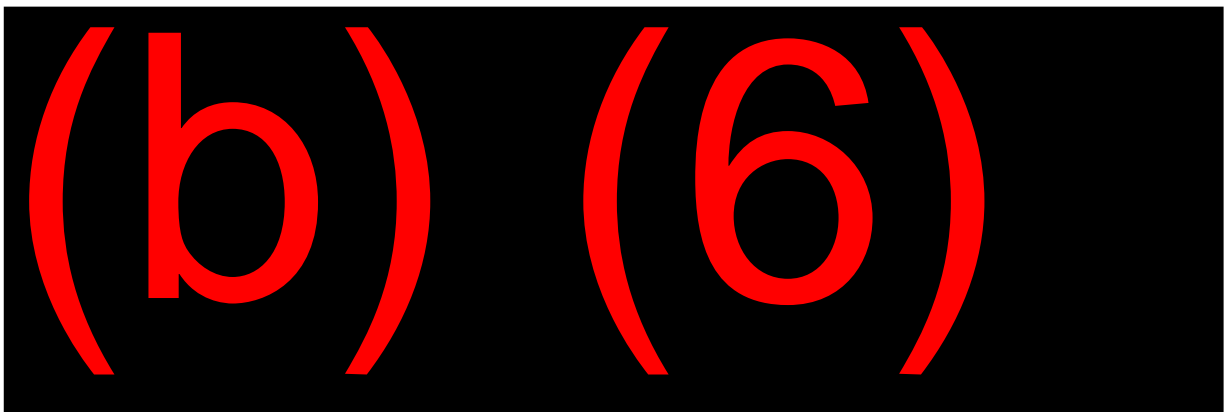
East Asia-Pacific | Agreements for VOA Khmer Affiliates

- **Cambodia** – USAGM Business Development successfully negotiated to keep VOA Khmer radio content on two FM stations in Cambodia. USAGM awarded (b) (4), (b) (6) new agreements to broadcast 90 minutes of VOA Khmer radio programming. (b) (4), (b) (6) had to receive special approval from the Ministry of Information (MOI) to air VOA content. (b) (4), (b) (6) has not received MOI approval yet, so their affiliation agreement has been paused.
- **Regional** - USAGM’s East Asia Pacific Marketing Office signed agreements for VOA Learning English placements with two affiliates in China, one in Japan, and one in Mongolia. Additionally, three new Indonesian affiliates registered on the USAGM Direct platform to download content.

Media Development and Training:

Eurasia | Business Reporting Workshops in Uzbekistan

- On May 26-June 2, USAGM held two workshops for 45 journalists in Uzbekistan as part of its ongoing series on “Best Practices of Business Reporting”. The three-day workshops on the topic of incorporating data into journalism took place in both Tashkent (May 26-28) and Ferghana (May 31-June 2) as part of a State/AEECA-funded program facilitated by USAGM. The one-year media project in Uzbekistan focuses on building the media’s capacity to cover business, economy, and finance. Since the project started in January 2021, alumni of the trainings have produced, published, and aired more than 50 stories on these topics. VOA's Uzbek Service has highlighted many of these stories, including those produced by trainees at VOA media partners (b) (4), (b) (6) on multiple agency platforms.



Latin America | Virtual Journalists Conferences

- Business Development’s Office of Media Development and Training conducted three workshops in Latin America, including one on Press Freedom Day and

another in Central America with the Salvadorian news agency (b) (4), (b) (6) on the coverage of COVID-19. A third training was carried out with the (b) (4), (b) (6) with VOA web editor (b) (6) participating as an expert.

Additional Highlights:

Projects and Collaborations | Over-the-Top (OTT) and USAGM Direct Updates

(b) (5)

Affiliate Engagement | VOA's Straight Talk Africa Promotion

- The USAGM Affiliate Engagement team paid significant attention to promoting to Africa radio & TV affiliates the retirement of Straight Talk Africa's co-creator and host of over 20 years (b) (6) in a farewell special on May 19 – and the debut of the new host (b) (6) on May 26. Business Development aims to actively promote the program weekly to affiliates over the summer to help establish greater top of mind awareness of the new program and host.

Eastern and Southern Africa | Parliamentary Debates Co-Production

- **Ethiopia** - USAGM Regional Representative (b) (6) facilitated the first election debate organized by the VOA Horn of Africa Service in partnership with its affiliate (b) (4), (b) (6) on May 28 on the topic of "building democratic institutions and pursuing political reforms in Ethiopia." This was the first time in Ethiopia's election history that an international media organization has been allowed to co-produce debates in the country. The participants of the first debate included the four political parties with the largest number of nominees for the upcoming parliamentary and regional council elections. The sole moderator was VOA's stringer in Addis Ababa, (b) (6), and the recorded debate will be broadcast the week of May 31 after post-production.



Latin America | Social Media Campaign, Affiliate Conferences

- During the month of May, several campaigns were carried out on social media for the promotion and distribution of a VOA special on the US-Mexico border with graphics about the special. An additional campaign took place during World Press Freedom Day on May 3, highlighting USAGM and VOA's work in protecting freedom of expression in the region.
- USAGM's Latin America Regional Marketing Officer organized conferences with media directors during the month of May, the highlight of which was a meeting with (b) (4), (b) (6) to talk about collaboration regarding the coverage of Vice President Kamala Harris's visit in June.

Eurasia | Marketing Developments in Central Asia and Estonia

- **Turkmenistan** - USAGM Business Development has been working to secure new Turkmen affiliates after speaking with the RFE/RL Turkmen service and RFE/RL South Asia Regional Director. Regional Representative (b) (6) identified at least three that are open to RFE/RL Turkmen programs, and there is also a chance of further Dari placement as well as Uzbek.
- **Kyrgyzstan** - USAGM Business Development is working to award a contract to (b) (4), (b) (6). USAGM also gathered data from the Embassy and Kyrgyz Service that will help to justify affiliations with (b) (4), (b) (6), offering three programs to each station. These would fill the gap left by (b) (4), (b) (6) dropping RFE this winter.
- **Estonia** - USAGM Regional Marketing Officer (b) (6) has been in touch

(b) (5)

East Asia Pacific | Public Speaking Webinar

- **Indonesia** - USAGM Regional Marketing Officer (b) (6) participated as a speaker for a webinar on "Persuasive Public Speaking" at (b) (4), (b) (6) (b) (4), (b) (6). This virtual event was attended by approximately 80-90 people, including students, lecturers, and other guests.



Business Development Highlights June 2021

Featured Highlight:

Eastern & Southern Africa | Health Journalism Training in Goma, DRC

- **DRC** - USAGM Business Development sponsored a training workshop for its affiliates in Eastern Democratic Republic of Congo June 18-20. Twenty-five journalists participated in the training entitled “Health, The Role and Responsibilities of Journalists.” The training aimed at improving journalists’ understanding of challenges in the country’s health sector, brainstorming possible solutions, and learning how they can contribute to improving the situation. The trainer also touched on how rumors and fake news influence health issues and how journalists can counter misinformation. (b) (4), (b) (6)
[REDACTED] leader of the regional government’s COVID vaccination campaign, was invited to share insights with the trainees.

(b) (6)

New Affiliations and Agreements:

West Africa | New Affiliates in Sierra Leone, Nigeria, and Mali

- **Sierra Leone** – USAGM Business Development began an affiliation with (b) (4), (b) (6) (b) (4), (b) (6). The program lineup for the station includes “Daybreak Africa,” “Africa News Tonight,” “Encounter,” “International Edition,” “UpFront,” “Let’s Talk,” “Straight Talk Africa,” “Nightline Africa,” and “VOA Newscast.”
- **Nigeria** – USAGM started a partnership with the online platform (b) (4), (b) (6)

(b) (4), (b) (6)
(b) (5)

Eurasia | Expansion of Reach in Kyrgyzstan

- **Kyrgyzstan** - USAGM’s Eurasia Marketing Office negotiated partnerships between RFE/RL and two media organizations in Kyrgyzstan: (b) (4), (b) (6). These deals allowed the agency to increase the number of shows offered in the country six-fold, maintain national reach, and lower annual cost of placement. (b) (4), (b) (6) airs the weekly political talk show “Inconvenient Questions,” weekly international topics program “Biz Jana Duino,” and the daily news show “Bugun Azattykta.” Meanwhile, (b) (4), (b) (6) is broadcasting the social topics show “Daniste,” youth program “Azattyk+,” and women’s show “Sisterhood.”
- **Afghanistan** – USAGM Business Development placed content on two Afghan radio stations. (b) (4), (b) (6) added VOA Uzbek morning and evening programs, and (b) (4), (b) (6) made an agreement for RFE/RL and VOA Dari and Pashto and VOA Uzbek programming.
- **Current Time** – USAGM placed Current Time TV’s program “Prison Alphabet” on several affiliates, including (b) (4), (b) (6) in Georgia, (b) (4), (b) (6) in Germany, and (b) (4), (b) (6) in Latvia. Additionally, the agency made an agreement with (b) (4), (b) (6) in Tajikistan to broadcast the program “Current Time Asia.”

East Asia-Pacific | Agreement with Women’s Media Center in Cambodia

- **Cambodia** - USAGM Business Development finalized a broadcast agreement with (b) (4), (b) (6) after the station received official approval from the Ministry of Information to continue to broadcast VOA content. The one-option-year monetary agreement to broadcast 90 minutes of VOA Khmer radio programming will allow VOA to air Monday to Sunday throughout Cambodia.
- USAGM Business Development added four affiliations in Indonesia, namely (b) (4), (b) (6)

(b) (4), (b) (6)

It also added two affiliates (b) (4), (b) (6)

Media Development and Training:

Eastern & Southern Africa | Investigative Journalism Training in Kenya

- **Kenya** - USAGM Business Development sponsored a training workshop for its affiliate (b) (4), (b) (6), Kenya. Twenty-nine journalists attended the training titled “Investigative Journalism in the Digital Era” and delivered by (b) (4), (b) (6) with guest (b) (6) (b) (6) (b) (4), (b) (6) thanked USAGM for its continued support and urged the participants to utilize the skills they learned to serve Kenyans and Africans as a whole.

(b) (6) (b) (6)

Latin America | Virtual Workshop on Intellectual Property

- USAGM’s Business Development organized a virtual workshop focused on copyright and intellectual property for professional journalists, producers, and news directors. The 90-minute virtual session was presented by lawyer and copyright expert (b) (6), who discussed the origins, concepts, lawsuits, and challenges of today’ social media. The Q&A session was

moderated by USAGM's Regional Marketing Officer (b) (6). More than 40 participants, all from USAGM affiliate networks in Venezuela, Nicaragua, Colombia, Ecuador, and Bolivia, attended the event held on June 22.

Additional Highlights:

Projects and Collaborations | Over-the-Top (OTT) and USAGM Direct Updates



Latin America | Salesforce Collaboration

- USAGM Business Development is collaborating with VOA Latin America's affiliate coordinators to teach them about the customer relationship management tool Salesforce and its advantages.

Eastern & Southern Africa | Successful Collaborations in Ethiopia

- The VOA Horn Service and (b) (4), (b) (6) successfully co-produced two debates before Ethiopia's June 21 elections. The first debate was solely moderated by VOA's stringer in Addis, (b) (6), while the second debate was co-moderated by VOA's (b) (6) and a journalist from (b) (6). VOA was fully branded on both debates.
- On Ethiopia's Election Day, June 21, USAGM affiliate (b) (4), (b) (6) used VOA stringers based in Addis Ababa, Hawassa, Ambo, Dessie, Bahir Dar, Adama and Dire Dawa for election reporting and Q&A throughout the day. VOA DC-based Horn Service broadcaster (b) (6), who travelled to Ethiopia to cover the election, was also interviewed live by (b) (4), (b) (6) from his temporary base in Debre Birhan on Election Day.

East Asia-Pacific | Repression in Hong Kong

- Hong Kong authorities have been recently pressuring pro-democracy news outlets, and some have decided to shut down operations or stop taking VOA content as a result. Affiliate (b) (4), (b) (6) shut down after authorities arrested its top management and accused them of collusion with a foreign country to endanger national security. Other affiliates, such as (b) (4), (b) (6), and

(b) (4), (b) (6) are no longer taking VOA content. However, a small number of affiliations continue without providing credits for safety reasons.

Affiliate Engagement | Refugee Documentary Promotion

- The Affiliate Engagement team prepared and sent out an email blast to English language affiliates and the Regional Marketing team for a special VOA documentary “A Day in the Life of Refugees” in time for World Refugee Day, Sunday, June 20.



Business Development Highlights July 2021

Featured Highlight:

(b) (4), (b) (6), Rwanda Becomes USAGM Affiliate

- USAGM Business Development signed a new affiliate **(b) (4), (b) (6)**. This station is the most viewed in Rwanda after the national broadcaster, **(b) (4), (b) (6)** will rebroadcast “Straight Talk Africa,” “Africa 54,” “LMA,” “Healthy Living,” “Red Carpet,” and various VOA documentaries. Business Development had been seeking a broadcast partner in Rwanda to complement **(b) (4), (b) (6)** which has recently grown conservative and has stopped broadcasting some VOA Content.

New Affiliations and Agreements:

Eastern and Southern Africa | New Zambian Affiliate

- **Zambia** - USAGM’s newest affiliate **(b) (4), (b) (6)**. The station will broadcast “Africa 54,” “Healthy Living,” and “Red Carpet.” **(b) (4), (b) (6)** It is available off the free-to-air bouquet as well as on **(b) (4), (b) (6)** is a youth focused station featuring news, information, and entertainment.

East Asia-Pacific | National Broadcaster in Indonesia, New Khmer Affiliate

- **Indonesia** - USAGM’s East Asia-Pacific Regional Marketing Officer and Country Representative for Indonesia participated in a content partnership MOU signing ceremony (held virtually) between VOA Indonesia and the public broadcasting radio station, **(b) (4), (b) (6)**. This has been a two-year effort in the making. In **(b) (6)** remarks, the RMO stated that “Indonesia is a key player in the region. USAGM and VOA are committed to provide accurate news and information to its audience around the world.”
- **Cambodia** - USAGM signed an agreement with **(b) (4), (b) (6)** with a vision to support freedom of press and provide independent news and information to its audience. Their target audience is agriculture professionals and policy makers. This is a free placement, and they will be using VOA and RFA Khmer content.
- **Thailand/Laos Border** - USAGM awarded a monetary agreement to **(b) (4), (b) (6)** to exercise a second option year to broadcast 30 minutes of VOA

Lao daily programs and two hours of RFA Lao daily programs on the Thai/Lao border.

- **Japan** - USAGM renewed a non-monetary agreement with (b) (4), (b) (6). They are broadcasting VOA 24/7 daily stream.
- **Indonesia** - Twenty-nine affiliates signed up for Direct or otherwise added VOA Indonesian programming during July.
- **Taiwan** - (b) (4), (b) (6), signed up for the Direct platform.

West Africa | Several New Affiliates Added Across Region

- USAGM Business Development renewed its agreement its largest and most important affiliate in Nigeria, (b) (4), (b) (6). The West Africa Marketing Office also added several new affiliates, including: (b) (4), (b) (6)
(b) (4), (b) (6)
(b) (4), (b) (6)
(b) (4), (b) (6) are also expected to affiliate with USAGM.

Media Development and Training:

Eastern and Southern Africa | Disinformation Training in Nairobi

- **Kenya** - USAGM's Business Development sponsored a training workshop on Countering Disinformation for (b) (4), (b) (6) its long-time affiliate, July 13-15. (b) (4), (b) (6), provided the following feedback:

"The Countering Disinformation training by USAGM is timely because it comes at a critical time in our country when we are fighting the Covid-19 pandemic, which has been characterized by increased disinformation and fake news. Kenya is also expected to hold general elections next year, and as you are aware, this is the period when we witness a lot of disinformation and fake news targeted to various groups."

Eurasia | USAGM Training Alumni Utilize Reporting Skills

- **Uzbekistan** - Alumni of the USAGM Business Journalism Course in Uzbekistan covered an international conference, "Central and South Asia: Regional Connectivity," in Tashkent, Uzbekistan on July 15-16. Eighty-five journalists from across Uzbekistan who attended four USAGM workshops in Tashkent and Ferghana in December 2020 - June 2021 produced, published, and aired more than 80 stories on business, economy, and finance by the end of July.

Alumni Training Network Shows Successful Impact

- USAGM's (b) (4), (b) (6), a private Facebook group for journalists who participated in the agency training programs, has grown to more than 260

members - including USAGM affiliates and independent journalists from Africa, MENA, Central and Eastern Europe, Asia, and South America. Group member (b) (6)

(b) (6)

DOS and CDC Fund Media Development and Training Programs

- TSI/Business Development brought in more than (b) (4) from the State Department and CDC for programs. The State Department's Bureau of International Narcotics and Law Enforcement Affairs transferred (b) (4) to VOA and RFE/RL to continue anti-narcotics coverage in Afghanistan for the next two years. Furthermore, CDC provided (b) (4) to the Office of Policy to do programs on how the U.S. Government has supported COVID relief projects in Africa and India.

Affiliate Engagement:

VOA's The Inside Story

- Business Development is working with VOA NewsCenter on announcing VOA's new weekly TV program "The Inside Story" to affiliates globally prior to the official launch on Thursday, August 19. It replaces "Plugged In with Greta Van Susteren," which has been discontinued. VOA's The Inside Story is a dynamic, fast-paced 25-minute weekly current affairs program in English intent on bringing depth and context to the important stories of the week to viewers worldwide.

Projects and Collaborations:

Over-the-Top (OTT) and USAGM Direct Updates

(b) (5)

Additional Highlights:

Latin America | Cuba, Haiti, and Nicaragua Special Coverage

- USAGM Business Development worked with (b) (4), (b) (6) to promote coverage of the demonstrations that began in Cuba. The marketing office worked together with (b) (4), (b) (6) team to offer file reports, interviews, and live standups. Many affiliates from Ecuador, Colombia, Chile, and the Dominican Republic responded asking for coverage from (b) (4), (b) (6) journalists and producers.
- The Latin America Regional Marketing Office launched a campaign to disseminate information about the situation in Haiti after the assassination of the president. All affiliates in Haiti were notified about the possibility of interviewing a journalist from the Creole service.
- The office also worked with the editorial team of VOA Spanish to organize meetings with media reps in Nicaragua to learn about the political situation and offer USAGM and VOA services and content.

West Africa | Broadcast Station Maintenance

- TSI's Transmitting Station in Kuwait has stepped in to support the TSI/BD Accra office with operations and maintenance at broadcast stations across West Africa. Moving forward, Kuwait will work with contractors to handle equipment installations and maintenance, freeing the Business Development staff to focus on marketing products.

East Asia-Pacific | RFP Announced for VOA Bangla Campaign

- **Bangladesh** – The East Asia-Pacific Marketing Office issued a solicitation for RFP for a promotional campaign of VOA Bangla in Bangladesh. The goal of this campaign is to increase VOA Bangla branding and audience reach throughout the country. We are targeting to award the contract in mid-August.

Eastern and Southern Africa | Feedback from Ethiopia

Ethiopia - The station owner of (b) (4), (b) (6), send a content feedback letter regarding balance in VOA broadcasting through the Business Development Office. Business Development passed the letter on to VOA and is helping to coordinate discussion between the two news groups in hopes of maintaining the partnership. The station continues to broadcast VOA's Amharic and Afaan Oromo programs and is the only local station in Ethiopia to broadcast foreign content in local languages.



Business Development Highlights August 2021

Featured Highlight:

Placement of The Inside Story in Africa

- USAGM Business Development placed VOA's new program The Inside Story, which supplants Plugged In with Greta Van Susteren, on several affiliate stations across Africa. In Nigeria, these include (b) (4), (b) (6)

(b) (4), (b) (6)

New Affiliations and Agreements:

West Africa | New Affiliates in Nigeria and Ghana

- The West Africa Marketing Office added a new affiliate in Abuja, Nigeria, (b) (4), (b) (6). The media company picked up a total of 19 VOA programs in multiple languages. Also, (b) (4), (b) (6) in Ghana began an affiliation with the agency.
- (b) (6), new Host of Straight Talk Africa, is creating positive buzz with several stations adding the program, including in (b) (4), (b) (6)

Eastern and Southern Africa | Learning English Placed in Botswana

- Botswana** - (b) (4), (b) (6), started airing VOA Learning English program. The program is broadcast Mondays through Thursdays at 16:00 local time.
- Uganda** - USAGM's Regional Representative in Uganda had a good meeting with the (b) (4), (b) (6) and concluded the placement of Straight Talk Africa on (b) (4), (b) (6). Effective September 1, (b) (4), (b) (6) will move STA back to 10-11:00pm local time after the evening prime time news.
- DRC** - (b) (4), (b) (6) reinitiated its VOA listeners club. The new president of the club is a faithful VOA listener, participated in Dialogues des Religions when (b) (6) was anchor, and has fond memories of the late (b) (6)

Eurasia | Negotiations with Shamshad TV in Afghanistan

- Afghanistan** - USAGM Regional Marketing Officer (b) (6) negotiated a contract with (b) (4), (b) (6) in Afghanistan, one of the top Pashto broadcasters.

(b) (5)

- **Iraq** - USAGM's Eurasia Marketing Office discussed affiliation with (b) (4), (b) (6) which showed interest in broadcasting the audio version of the "Haft Rang" (7 colors) and other VOA radio program content. (b) (4), (b) (6)

(b) (5)

- **Georgia** - USAGM's new Regional Representative in the Caucasus signed up an affiliate for RFE/RL in Georgia. The program Liberty Monitor will be aired by (b) (4), (b) (6) starting from the fall season.
- **Ukraine** - USAGM's Regional Representative in Ukraine negotiated an agreement with (b) (4), (b) (6), which is interested in ad-hoc VOA content.

East Asia Pacific | Facilitation of Afghan Reporting

- **India** - USAGM's East Asia Pacific Marketing office facilitated live reports on Afghanistan in response to the US withdrawal from the country. VOA Correspondent (b) (6) and the VOA Afghan Service reported for (b) (4), (b) (6).
- **China** - USAGM signed a new agreement with (b) (4), (b) (6) in China for utilizing VOA Learning English content.
- **Indonesia** - Several affiliates signed up for the USAGM Direct platform in Indonesia, including (b) (4), (b) (6)

(b) (4), (b) (6)

Media Development and Training:

Latin America | Environmental Journalism Training with EPA

- Business Development's Latin America Marketing Office and RMO (b) (6) worked together with the US Environmental Protection Agency (EPA) to implement a virtual workshop to promote social and environmental journalism in Costa Rica, the Dominican Republic, and Panama. (b) (6) developed training material and a curriculum to improve the participation of media in making environmental impact assessments. (b) (4), (b) (6)



Eastern and Southern Africa | Health Training in the DRC

- **DRC** – Business Development’s Eastern and Southern Africa Marketing Office organized an affiliate training on health reporting, August 13-15 in Lubumbashi, Democratic Republic of Congo (DRC). In a surprise appearance, (b) (4), (b) (6) spoke to participants about the impact of COVID-19 in the province. Trainees learned about vaccination challenges and had the opportunity to discuss how journalists can assist in informing the public and counter rumors and fake news around COVID-19. Trainees learned methods and tools to research health issues, ran through practical exercises on fact-checking and verification of text, photos, and videos, and honed their interviewing skills.



East Asia Pacific | Digital Content Creation Workshop

- **Bangladesh** - USAGM Asia Marketing office sponsored a four-day media training for Bangladesh TV affiliates. The topic was Digital Content Creation and Strategy. Twenty participants joined virtually from Bangladesh.

Projects and Collaborations:

Over-the-Top

(b) (5)

Additional Highlights:

East Asia Pacific | New Cambodia Regional Representative

Cambodia - USAGM has a new country representative for Cambodia, (b) (6) will be responsible for a wide variety of marketing and affiliate relations activities and for promoting placement of the full range of USAGM programs on local stations in Cambodia.