



Voice of America®

VOA Broadcasting to Pakistan/Afghanistan Border Region

VOA Deewa (*Light*) TV/Radio provides news and information to the critical Pakistan/Afghanistan border region where more than 50 million Pashtuns live. The region lacks local independent sources of information on regional, international and US politics. Military narrative, jihadi agenda and extremist groups are dominant in the state and private media market. VOA Deewa reaches this critical region via digital platforms, direct-to-home satellite, radio, and the Internet.

Quick Facts

Established:	October 2006
Target Area:	Pakistan/Afghanistan Border Regions
Radio Programming:	6 hours per day (repeated in a 24-hour stream) seven days per week on medium wave, shortwave, and the Internet
TV Programming:	3 hours radio-on-TV per day on direct-to-home satellite

Programs and additional features available at:
www.voadeewaradio.com

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Programs and Features

TV

Pashtun Connection – A weekly 15 min. TV magazine provides a deep dive on top issues of the region with a US perspective. The program airs on digital platforms and satellite TV.

Radio-on-TV

Bibi Shireena (Adorable Woman) – A 1.5 hour program from 6:30 to 8:00am (local time) daily engages women in the region with subjects such as girls' education, women rights and other challenges.

Youth show – A half-an-hour program from 8:00 to 8:30am (local time) that provides young people in the region with alternative narratives to radicalism, explains the U.S. perspective on regional and international issues and entertains with musical selections.

News and Current Affairs – An hour-long daily program airs at 10:00 to 11:00 pm (local time) featuring video reports on latest news developments as well as analysis on major issues of the day.

Radio

Breakfast Show – One hour total of News and Current Affairs programming, at 6:00 to 6:30am (local time) and again at 8:30 to 9:00 am (local time)

Evening Broadcast – Four hours of News and current affairs starting at 6:00pm (local time). It includes *Hello VOA*, an hour-long talk show starting at 7:00pm (local time). Expert guests take questions from the audience on the top story/development of the day.

Talk show – A one-hour program at 11:00pm to Midnight (local time) on a variety of subjects not related to the news cycle, like poetry, literature, health education, gender equality and contemporary trends.