



VOA Broadcasting in Swahili

The VOA Swahili Service broadcasts to the east and central African nations of Tanzania, Kenya, Uganda, Burundi, Rwanda, the Democratic Republic of Congo and several pockets of Swahili-speaking communities in West and Southern Africa, the Middle East, and Asia. VOA Swahili programs air on medium wave and several FM affiliates in the region, reaching more than seven million listeners a week.

Quick Facts

- Established:** May 1962
- Target Areas:** Tanzania, Kenya, Uganda, Burundi, Rwanda and the Democratic Republic of Congo
- Weekly audience:** 7 million
- Radio Programming:** 12 hours per week
- TV Programming:** 20 min per week
- Digital Video:** average 60 min per week
- Programs and additional features at:**
www.voaswahili.com

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Programs and Features

VOA's Swahili service airs four half-hour radio shows daily, Monday through Friday, and one half-hour on Saturday and Sunday, plus five-minute news breaks; 20 minutes of television programming weekly and digital content. The service broadcasts news and features, complimented by stringer reports from the region on important international, regional, and U.S stories. The service also broadcasts weekly segments on sports, women's issues, society and development, and health, as well as youth-oriented programming.

VOA Express is a youth-oriented program that examines major social, cultural, security, youth and political issues in Kenya and the region, including American lifestyle, trends, and issues that concern mostly youth in the region.

Kwa Undani (In-Depth) is a news talk show that takes a closer look at major news stories of the day. Instead of simply reporting the facts of the story, *Kwa Undani* digs deeper by asking further questions, getting more information on the story and exploring implications. *Kwa Undani* talks to reporters from the region to provide more information on a given story as well as newsmakers to provide more context.

Women's World airs every Tuesday with reports and interviews on various issues of interest to women. The program also highlights achievements made by women in the United States and the region.

Ask the Doctor is a program that provides in-depth analysis of health and science issues including new discoveries in health matters, and discussions of major health afflictions troubling the region and the African continent in general.

Africa Events is a program that takes a closer look at events and issues in the continent. VOA journalists, overseas and Washington-based, provide in-depth information and context for current events in Africa.

Live Talk is a popular and lively call-in program that allows listeners to participate in discussions with experts and newsmakers on different topics. Listeners call in to offer opinion or ask questions on political and social issues discussed on the program.