



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:	75 min. per week
Digital Programming:	70 min. per week on average
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, five-minute news breaks, 35 minutes of television programming weekly, as well as digital content. The service broadcasts news and features, complimented by stringer reports from the region on important international, regional, and U.S stories. It also broadcasts weekly segments on sports, women's issues, society and development, health, as well as programming of interest to younger audiences.

Duniani Leo is a 15-minute daily news television show that reports on the most important stories of the day in the target region and the world. With reports from East Africa, Washington and VOA bureaus around the world, *Duniani Leo* delivers the latest news and analysis, along with regular segments on technology, sports, business news, and entertainment.

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 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.

Zulia Jekundu (Red Carpet) is a 15-minute weekly program that covers the latest in celebrity news, fashion, sports, film and television around the world.

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.