

## 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 U.S. 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

<b>Established:</b>	October 2006
<b>Target Area:</b>	Pakistan/Afghanistan border regions
<b>Radio Programming:</b>	9 hours per day (repeated in a 24-hour stream) seven days per week on medium wave, shortwave, and the Internet
<b>TV Programming:</b>	4 hours radio-on-TV per day on direct-to-home satellite and 15-min. weekly TV magazine

**Programs and additional features available at:**  
[www.voadeewaradio.com](http://www.voadeewaradio.com)

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### Programs and Features

#### TV

***Washington to Khyber*** – A weekly 15-minute TV magazine provides a deep dive on top issues of the region with a U.S. 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 (Pakistan local time) daily, engages women in the region with subjects such as girls' education, women rights and other related topics.

***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.

***Loya Khyber Pakhtunkhwa*** -- This one-hour show updates the audience via satellite TV and radio on current issues in the target region featuring newsmakers and video packages.

***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, 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 topics not related to the news cycle, like poetry, literature, health education, gender equality and contemporary trends.