

## VOA Broadcasting to Pakistan/Afghanistan Border Region

VOA Deewa (*which means “light” in Urdu*) 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>	Pashto-speaking region, Pakistan/Afghanistan border areas
<b>TV Programming:</b>	5 hours “direct to home” TV (repeats in a 24-hour TV stream, seven days a week).
<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

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

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### Programs and Features

#### “Direct to Home” TV, a 24-Hour Stream:

VOA Deewa launched a 24-hour “direct to home” TV stream on February 1, 2021, for its critical Pashto-speaking audience in Khyber Pakhtunkhwa province, including the newly merged tribal districts in Balochistan, as well as Pashtuns living in Karachi and elsewhere in Pakistan. This allows citizens in the region to see and hear Deewa and connects them with the world through news, features, interactive programs and segments on life in America.

***Bibi Shireena (Adorable Woman)*** – A 2-hour interactive program from 6:30am-8:30am(local time) daily, engages women in the region on subjects such as girls’ education, women rights, social taboos and other related topics.

***Vlog for Afghan Women*** -- A Vlog series titled “Zala’s Story” (Zala is a common name in Afghanistan) launched after the capture of Kabul by the Taliban. The storyteller shares her concerns and fears about a Taliban-controlled Afghanistan.

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

***Hello VOA*** -- A one-hour interactive TV show on politics, economy and society features stakeholders representing civil society, activists, government and political party officials, on leading issues of the day.

***News and Current Affairs*** – An hour-long TV program airs at 10:00pm-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 6:00am-6:30am(local time) and again at 8:30am-9:00am(local time).

***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 of the day.

