

## VOA Broadcasting to Pakistan/Afghanistan Border Region

VOA Deewa (which means Light in Pashto) TV/radio provides news and information to the critical Pakistan/Afghanistan border region. The region lacks local independent sources of information on regional, international and U.S. perspectives on global issues. Military narratives, 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 TV, radio, and the Internet.

### Quick Facts

<b>Established:</b>	October 2006
<b>Target Area:</b>	Pashto-speaking region, Pakistan/Afghanistan border areas
<b>TV/Radio Broadcasts:</b>	Nine hours per day of original broadcasts (repeated in a 24-hour stream) seven days per week on satellite television, medium wave radio (AM), shortwave, and the Internet

#### Programs and additional features available at:

<https://www.voadeewanews.com/>

#### Facebook:

[VOA Deewa](#)

#### Twitter:

[@voadeewa](#)

#### YouTube:

[VOA Deewa News](#)

#### Instagram:

[voadeewa](#)

### 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<sup>st</sup>, 2021, for its critical Pashto-speaking audience in Khyber Pakhtunkhwa province, including the newly merged tribal districts (FATA), Balochistan province, 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 two-hour interactive program from 6:30am-8:30am(local time), engages women in the region on subjects such as girls’ education, women’s empowerment, women’s rights, social taboos and other related topics.

***Loya Khyber Pakhtunkhwa*** -- A one-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, Afghanistan-Pakistan buzz, U.S. perspective on global issues, economy and society. The show features stakeholders representing civil society, activists, government and political party officials, on leading issues of the day 7:00pm-8:00pm (local time).

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

***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).

***Song and Chat*** – The newly launched bi-weekly TV music show provides a small window to Pashto music after Taliban’s ban on music in Afghanistan. Pashto music and artists are living in a state of fear in Pakistan since Taliban’s comeback in neighboring Afghanistan. The show features Pashtun artists and musicians and their best performances.