

VOA Broadcasting in Hausa

The VOA Hausa Service was established on January 21, 1979. Hausa is primarily a West African language spoken by close to 60 million Africans in the region. VOA research estimates our weekly audience at 16.9 million. Politically and economically, the targeted countries are vital to US interests, particularly, Nigeria with its huge population of over 200, vast oil and gas resources and a sizeable Muslim population. VOA Hausa has a total of 16 hours of weekly Hausa programming on direct and simulcast broadcasting on shortwave and AM with a website that features live and on-demand audio broadcasts. In addition to these distinct news packages, stringer reports and interviews, the Hausa Service has a weekly 20-radio feature lineup to entertain, enlighten and inform its vast global listening audience.

Quick Facts

Established: January 1979

Target Area: Nigeria, Niger Republic, Ghana, Chad and Cameroon

Radio Programming: 16 hours per week

TV Programming: 30 minutes per week

Programs and additional features available at:

<http://www.voahausa.com/>

<http://www.sashenhaus.com/dandalinvoa.com>

Facebook:
[VOA Hausa](#)

X:
[@voahausa](#)

YouTube:
[SashenVOAHausa](#)

Instagram:
[voahausa](#)

Programs and Features

DANDALIN 'YAN-JARIDA - The new weekly "Journalistic Corner" brings together a crop of seasoned journalists to do analytical justice to the week's major news developments each week.

ALLAH DAYA, GARI BANBAN - The new feature with material from the U.S. Europe, the Middle East and Asia, and hosted by our first female European stringer, based in Bonn, Germany, Ramatu Garba, details the daily lives, challenges, struggles and successes of Africans within their communities.

ZAMANTAKEWA - The new feature has Hausa stringers around the target region conducting forums with community, women and youth leaders on daily and recurring problems such as insecurity, extremism, economic challenges, labor issues, and more.

DA DAN GARI & DAGA KAWAYENMU - Joint production between VOA Hausa and its affiliates (1500 Wednesdays).

MATASA A DUNIYAR GIZO - Based on the intense, close relationship between youths and social media, the weekly feature looks at the positive and negative impacts of the relationship between youths and the internet (0500, Sundays, Halima Abdura'uf).

TV: TASKAR VOA - An entertaining TASKA segment hosted by Maryam Dauda that brings music, songs and dances from the target area and the world (Fridays, 30 minutes).

YAU DA GOBE: A 30-minute daily show that targets women and youths, exclusively and anchored by our young female broadcasters in Washington, Niger, Ghana, Nigeria and Cameroon, (1530, daily, Mondays-Fridays, Zahrau Fagge).

TV: DARDUMAR VOA - is Hausa's "Red Carpet", our newest weekly feature that entertains audiences with a variety of light-hearted material each week on Fridays.

DIGITAL FEATURES

Hausa has introduced two new digital features, including one Americana **DUNIYAR AMURKA** on Fridays and **LABARUN MAKO (News Roundup)** that appears on our website on Saturdays.