

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 15 million listeners a week.

Quick Facts

Established: May 1962

Target Areas: Tanzania, Kenya, Uganda, Burundi, Rwanda and the Democratic Republic of Congo

Weekly audience: 15 million

Radio Programming:
13 hrs, 30 min. per week

TV Programming:
3 hrs, 30 min. per week

Digital Programming:
70 min. per week on average

Programs and additional features at:
www.voaswahili.com

Facebook: [@voaswahili](https://www.facebook.com/voaswahili)

X: [@voaswahili](https://twitter.com/voaswahili)

YouTube: [VOA Swahili](https://www.youtube.com/voaswahili)

Instagram: [@voaswahili](https://www.instagram.com/voaswahili)

VOA App: [Apple Store](https://www.apple.com/voaswahili)

Programs and Features

VOA's Swahili service airs four half-hour radio programs daily, Monday through Friday, and one half-hour on Saturday and Sunday. It also broadcasts five-minute news breaks and more than three hours of television programming weekly, along with 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, health, society and development, as well as programming of interest to younger audiences.

Duniani Leo – A 30-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, health, business news, and entertainment.

Jarida la Wikiendi – A 30-minute magazine TV show on weekends that contains U.S., international and regional issues from the week. This show is produced inside three different studios from Washington, D.C. to Royal Media in Nairobi and Azam TV in Dar es Salaam. This show includes balanced TV packages with analysis of the regional and international issues by hosts from all three TV stations.

Kumekucha (Breakfast) – A 30-minute radio show with news, short features and a mix of world news and events, targeting early morning commuters. The program has a special segment once a week in which people on the streets talk about issues that touch them in their daily lives.

VOA Express – A youth-oriented program that examines major social, cultural, security, youth and political issues in Kenya and the region.

Kwa Undani (In-Depth) – A radio news talk show that takes a closer look at major stories of the day by asking deeper questions, getting more information and exploring implications. *Kwa Undani* talks to reporters from the region as well as newsmakers to provide more context.

Women's World – A 5-minute weekly radio show with reports and interviews on various issues of interest to women. The program also highlights achievements made by women in the U.S. and the region.

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

Maisha na Afya – A 15-minute weekly show with an emphasis on prevention and practical solutions that African viewers can use to keep their families healthy. The show tackles issues such as maintaining good health during pregnancy, easy hygiene practices, fitness and healthy eating habits.

Live Talk is a popular and lively call-in program for listeners to chat with experts and newsmakers on different topics.