

VOA Broadcasting in Somali

VOA reaches Somalia and neighboring countries on AM, FM, shortwave, the Internet, and digital platforms. A team of Somali broadcasters based in Washington, D.C., along with freelance reporters in Somalia and elsewhere in Africa and the world, provides news to a country that is recovering from conflict, with a federal government fighting the terrorist group al-Shabab.

Quick Facts

Established: February 2007

Target Areas:
Somalia and rest of the Horn of Africa region

Weekly Audience:
VOA reaches 64.6% of the covered adult population of Somalia on a weekly basis – more than double its reach in 2016 (29.0%) and most users, 88% Trust the VOA brand. VOA Somali also reaches a significant percentage of the one to two million Somali diasporas globally.

Radio Programming:
3 hours of original programming and half hour repeats daily, seven days per week

TV Programming: 2.5 hours per week

**Broadcast programs and additional
Features are available at:**
www.somalivoa.com

Facebook:
[VOASomali1](https://www.facebook.com/VOASomali1)

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

Podcast audiograms:
The main interviews and packages are changed to podcast audiograms which are then posted on Facebook.

Features and Program

VOA Somali broadcasts 3 hours of original programming and half an hour of repeats on radio daily. These programs are: A 30-minute breakfast show from 0330-0400 UTC (6:30-7:00 am in Somalia); a one-hour afternoon program from 1300-1400 UTC (4:00-5:00 pm in Somalia); and a one-hour evening program from 1600-1700 UTC (7:00-8:00 pm in Somalia) that is repeated at 1700-1800 UTC (8:00-9:00 pm in Somalia) for affiliates on a daily basis. The last half an hour of the repeat show is fresh pre-recorded programming on topics related to combating violent extremism, Monday to Friday.

Programs air on AM, FM, shortwave radio, and the Internet. News is also accessible on mobile devices. FM Somali stations that carry the programs include Radio Mogadishu, Kulmiye Radio, also in Mogadishu; STAR FM in Kenya and parts of Somalia, and SBC Radio in Puntland, Somalia. VOA Somali also broadcasts via three VOA 24-hour FM transmitters - in Mogadishu, Hargeisa, Somalia and Djibouti.

The radio programs focus in depth on a wide range of Somali affairs, including political, security and social issues, health topics, development, music and sports. Panel discussions, debates, interviews with newsmakers, and call-ins encourage Somalis – both, Somali leaders, civil society, experts and the general audience – to express their opinions on topics of interest. People who drive the news, from the top national and regional level officials to foreign diplomats, community activists and other stakeholders are interviewed.

The service also produces a 30-minute TV show, **Qubanaha** (“Magazine”) which airs five days a week. *Qubanaha* is also streamed on Facebook and YouTube.