

Middle East Broadcasting Networks, Inc.

Fast Facts

Audience	Weekly reach of more than 25 million
Headquarters	Springfield, Va.
Language	Arabic
Outlets	Alhurra TV, Alhurra-Iraq, Radio Sawa, Afia Darfur, RadioSawa.com and Alhurra.com

Overview

The Middle East Broadcasting Networks, Inc. (MBN) is a non-profit grantee of the Broadcasting Board of Governors that operates Alhurra Television and Radio Sawa. MBN is a multimedia organization that enables the U.S. to communicate to the Middle East via television, radio and the Internet.

Alhurra Television broadcasts objective and accurate Arabic-language news and information to 22 countries throughout the Middle East and North Africa. In addition to reporting on world

events, Alhurra provides context and analysis to give viewers a broader understanding of the actions impacting the region.

MBN also broadcasts a second channel specifically for Iraq. Alhurra-Iraq is broadcast via satellite, as well as via terrestrial transmitters in five Iraqi cities. Alhurra-Iraq's news and current affairs programs concentrate on issues facing the Iraqi viewers as they move into a new era, rebuilding their country.

Launched in 2002, Radio Sawa effectively reaches a significant portion of the influential under-35 population of the Middle East. Broadcasting 24/7, mostly on FM, Radio Sawa provides its audience with reliable and objective up-to-date news, interesting information and an upbeat blend of mainstream Western and Arabic popular music. Radio Sawa broadcasts more than six hours of news and information each day.

Alhurra and Radio Sawa's all news Websites provide the most up-to-date news and information in Arabic on the Web.

Mission

MBN's mission is to provide objective, accurate, and relevant news and information to the people of the Middle East about the region, the world, and the United States. MBN supports democratic values by expanding the spectrum of ideas, opinions, and perspectives available in the region's media.

Staff

MBN's Arabic-speaking editorial staff generates much of the news from a facility in Springfield, Va. Alhurra and Radio Sawa have bureaus and production centers in Baghdad, Dubai, Beirut, Cairo and Jerusalem, as well as correspondents and stringers throughout the Middle East and the United States.

Distribution

Alhurra and Alhurra-Iraq are distributed around-the-clock on Nilesat and Arabsat covering the entire Arab-speaking world from the Atlantic Ocean to the Gulf. Additionally, Alhurra-Iraq is also available terrestrially in Baghdad, Al Hilla, Basra, Tekreet, and Mosul. Alhurra HD is broadcast on Eutelsat Hotbird. Live streaming can be found at www.alhurra.com.

Radio Sawa broadcasts on FM in Jordan, Kuwait, United Arab Emirates, the Palestinian Territories, Qatar, Lebanon, Bahrain, Morocco, Sudan, Libya, Mauritania and Djibouti as well as in Iraq. It is broadcast on medium wave (AM) from transmitters in Cyprus (covering Egypt, Lebanon, Syria, Gaza and the Eastern Mediterranean), in UAE (covering parts of Saudi Arabia), in Kuwait (covering Iraq) and in Djibouti (covering Sudan, Yemen and parts of Saudi Arabia). Radio Sawa is also available on Arabsat, Nilesat and Eutelsat Hotbird. Streaming audio is available on the Internet at www.radiosawa.com.

For more information about MBN contact:
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Raise Your Voice

The Middle East Broadcasting Networks (MBN) *Raise Your Voice* campaign is designed as a platform that encourages Iraqi citizens to speak out and be a part of the discussion about the fight against extremism and the underlying causes of terrorism. MBN's brands have established their credibility in the highly biased media environment by presenting accurate and objective news and information. MBN brands reach nearly 41% of the adult Iraqi population weekly, and 85% of the audience say that Alhurra-Iraq and Radio Sawa's content is credible.

How *Raise Your Voice* (RYV) campaign is different:

- Instead of responding to daily news events, the RYV campaign focuses on the underlying conditions that have allowed Daesh to grow. RYV explores topics such as women's rights, free speech, sectarian tension, unemployment, lack of youth opportunities, religious intolerance, and the building of a fair and equitable civil society.
- RYV leverages the reach and credibility of MBN brands. When consuming Alhurra-Iraq and Radio Sawa, Iraqis know they are watching, listening and reading opinions and discussions without political and sectarian bias.
- RYV provides an opportunity for the Iraqi population to voice their opinions and discuss issues relevant to their daily lives. The campaign will crossover digital, television and radio making it accessible to all Iraqis.
- The goal is to encourage Iraqis to seek constructive solutions to the problems that afflict this troubled country.

The main components of the RYV campaign are:

DIGITAL

- **www.irfaasawtak.com**-- This interactive website creates a community where the underlying causes for extremism are discussed openly and respectfully. The website concentrates on a different theme every week and will be a platform where essayists, reporters and the broader community can share their thoughts and opinions.

TELEVISION

- ***What is Your Opinion***—A weekly call-in program that would provide Iraqi citizens an outlet to share their thoughts and feelings towards the situation in Iraq. The show will host Iraqi government officials, religious figures and community leaders who can answer questions and share their perspectives with Iraqi callers.
- ***Your Question***—This monthly program serves as a platform where activists, young people and students can ask questions to people they do not normally have access to. Each episode will focus on a different topic such as freedom of expression, sectarian relationships and the importance of interfaith harmony.
- ***From Irbil***—Kurdistan is not well represented in the major Arabic-language satellite television networks. *From Irbil* will be a weekly program in Arabic that reports from the streets of Kurdistan and will focus on the plurality of Iraq, discussing issues that are important to Kurds, Shias and Sunnis.
- ***Light Among Us***—A weekly program coming from the streets of Iraq, it will be dedicated to stories of Iraqis who have overcome challenges and obstacles to better their lives and their country despite the current crisis.
- ***Delusional Paradise***—A weekly program from across the MENA region that features stories of families and communities who have suffered at the hands of Daesh. Whether it is a family member that has joined Daesh or a community that has lost loved ones at the hands of the extremist group, the program examines how people throughout the region are struggling to cope and tell the true story of the savagery of Daesh.

RADIO

- ***What is Your Opinion***—A daily call-in program on Radio Sawa's Iraq stream during evening drive time. The program's two Iraqi hosts will field calls and social media interaction throughout the program. Like its counterpart on TV, this program will discuss topics that serve as the root causes of Daesh.

For more information about MBN or Raise Your Voice contact:

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