



VOA Broadcasting in Macedonian

VOA is the top-rated international broadcaster in Macedonia. Through an interactive mix of TV and Internet programming, the service offers a comprehensive perspective on life in the United States and explains U.S. foreign policy in a volatile region where anti-Americanism is on the rise and the Macedonian government restricts press freedom. Research indicates that the audience sees VOA Macedonian as a "window on the U.S." and a trusted source for a first-hand, panoptic view on U.S. policies and expert opinions about Macedonia's democratization efforts and Euro-Atlantic integration.

Quick Facts

Established: January 1999

Target Area: Macedonia and neighboring countries with Macedonian-speaking minorities

Weekly Audience: 20.7 percent

TV Programming: 1.05 hours per week

Programs and additional features available at:
glasnaamerika.com

Facebook:

[GlasNaAmerika](#)

Twitter:

[@voamacedonian](#)

YouTube:

[Voamacedonian](#)

Mobile / Tablet Applications:

iOS - bit.ly/VOAios

Android - bit.ly/VOAandroid

Programs and Features

NewsFlash – VOA Macedonian's flagship show and the only regular Macedonian-language TV show by an international broadcaster. The 10-minute program airs nationwide Monday through Friday on Telma and 24 Vesti and on a number of regional and local stations throughout Macedonia. The program focuses on news from the United States pertinent to the audience, including coverage of the Macedonian diaspora.

In addition to maintaining a website that expands the TV coverage with feature reporting, a widget with links to the service's *U.S. News in One Minute* Internet TV segment and its website's top headlines is advertised on some of the most popular Internet sites in Macedonia, such as *Time.mk* and *Dnevnik* daily.

VOA Macedonian also conducts weekly interactives with Telma TV during the most viewed political talk show in the country, *Top Tema*. The service also collaborates with RFE/RL from Prague on *Horizonti*, an in-depth current affairs monthly TV program.