



# VOA Broadcasting in Albanian

VOA's Albanian Service plays a crucial role in bringing the audience unbiased, objective and comprehensive news about the world and the region and in promoting U.S. foreign policy objectives in a region still vulnerable to internal and external destabilizing forces. The Service broadcasts to Albania, Kosovo and the Albanian-speaking areas of Macedonia, Serbia and Montenegro. In the politicized media markets of these countries, VOA plays a critical role as an unbiased, balanced and trusted source of news and information. VOA Albanian reaches more adults than any other international broadcaster in the region. The service's programming is widely disseminated by local media on TV and on the web.

## Quick Facts

<b>Established:</b>	May 1943 (broadcasts interrupted 1945, resumed May 1951)
<b>Target Area:</b>	Albania, Kosovo and Macedonia
<b>Weekly Audience:</b>	60.5 percent in Albania 64 percent in Kosovo 9.3 percent in Macedonia
<b>TV Programming:</b>	3 hours, 40 minutes per week

**Programs and additional features available at:**  
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## Programs and Features

***Ditari (Journal)*** – A daily 30-minute news and information television program. The show airs in 41 TV affiliates in Albania, Kosovo, Macedonia, Montenegro and Serbia. Each market and population has unique needs, and the service tailors its programs accordingly.

In addition to its regularly scheduled TV programs, VOA Albanian provides special reports (interactives) for two top-rated affiliates in Albania, News 24 and Top Channel. These largely focus on major political developments in the United States and provide U.S. perspectives on events affecting the region.