



VOA Broadcasting in Macedonian

VOA is the top-rated international broadcaster in Macedonia. Through a 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 Russian influence has been dominant for the past two decades, while the Macedonian government restricted press freedom. With the regime change, the country is tilting toward the West, but is still in the fragile state of a “post-media-darkness.” Research indicates that the audience sees VOA Macedonian as 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, 24 Vesti and 1TV national channel, as well as 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 vibrant 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 news sites in Macedonia, such as *Time.mk*.

VOA Macedonian also conducts weekly interactives with Telma TV for their prime time nightly news show. The service also collaborates with RFE/RL from Prague on *Horizonti*, an in-depth current affairs monthly TV program.